MARCH 20, 1950 PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPT
DETROIT PUBLIC LIBRARY
96 PUTNAM DRIVE
DETROIT 2 MICH

PUBLIC LIBRARY
MAR 22 1950
DETROIT

American Citizens on the Way...

Twelve-year-old Judith Anne Prelipp, of Seymour, Wisconsin, won a radio for herself, another for her classroom, and a trip to Chicago to be guest of honor on the WLS National Barn Dance.

49 other boys and girls, from big Chicago to the smallest rural community, from public, parochial and private schools in the Midwest, won radio sets for themselves and companion sets for their classrooms.

But much more important . . . 5,271 boys and girls who submitted essays to the WLS "School Time" contest, gave extra thought to what it means to be an American citizen . . . to our American way of life.

WLS "School Time," only daily classroom series broadcast by a commercial station in the Midwest, takes pride in this vigorous response to its continuing efforts to help build better citizens—true Americans—for tomorrow.

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL Home of the NATIONAL Barn Dance

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

VICTOR A. SHOLIS, *Director* NEIL D. CLINE, *Sales Director*

REPRESENTED NATIONALLY BY EDWARD PETRY & CO. ● PRIMARY AFFILIATE CBS TELEVISION NETWORK

ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

STRIKE IT RICH IN '50

OVER 100 ORDERS IN LESS THAN 3 WEEKS

STATIONS HIT THE "SPOT" JACK POT.

You Get 4 Top Programs at a Cost of Only 2

YOU BUY THESE

ALAN LADD "BOX 13"
52 Half Hour Mystery Adventure Shows

DAMON RUNYON THEATRE
52 Half Hour Dramatized Famous Runyon Stories

YOU GET THESE AS A BONUS

THE UNEXPECTED STAR-STUDDED CAST
39 Quarter Hour Ironic Twist Dramatic Programs

"BEHIND THE SCENES" with Knox Manning
89 Five Minute Narrative Human Interest Stories

NETWORK CALIBRE Programming to Fit Local Sponsors' Pocketbooks

Box 13—Successfully used on some 400 U.S. and Canadian stations, with ratings high as 19.2. Being rerun in some 20 markets including New York, Los Angeles, San Francisco, Denver, etc.

Damon Runyon—Features John Brown ("Digger O'Dell" of "Life of Riley" and "Al" of "My Friend Irma"). Already being used in some 100 markets in less than one year after its release. After only the 8th program and with no promotion, received a 12.1 rating in Los Angeles (44.2% of the audience).

The Unexpected—Each program a complete episode. Features such stars as Marsha Hunt, Lyle Talbot, Jack Holt, Jackie Cooper, Binnie Barnes, Barry Sullivan, etc.

Behind the Scenes—Featuring the voice of Knox Manning, one of radio's greatest personalities. Manning narrated the best documentary film made in 1945. It won an Oscar. It was his voice you heard in the Academy Award Winner, "A Boy and His Dog," and "Facing Your Danger." Aside from such outstanding radio series as "Sherlock Holmes," and "Hollywood Preview," Knox Manning has had more than 500 movie credits.

Prices Like These:

Population

UP to 25,000	$15.00 for both Ladd & Runyon
25,000 to 50,000	22.50 for both Ladd & Runyon
50,000 to 75,000	25.00 for both Ladd & Runyon
75,000 to 100,000	27.50 for both Ladd & Runyon
100,000 to 150,000	30.00 for both Ladd & Runyon
150,000 to 200,000	35.00 for both Ladd & Runyon

Larger Market Quotations Upon Request

You Get Free . . .

39 Episodes of "The Unexpected" and 89 episodes of "Behind the Scenes" as a BONUS on buying Alan Ladd and Damon Runyon on a 52-week, non-cancellable basis.

Plus
25% Discount . . .

If all or part of either the "Box 13" or "Damon Runyon Theatre" series has been used in your market, you will receive a big 25% discount on these programs used.

WMOU, — BERLIN, N. H.
Took Our Package Offer
Used SPOT ANNOUNCEMENTS
Turned $780.00 into $2556.00

Clever merchandising of easy-to-sell spot announcements to local sponsors paid off in added revenue and listeners for WMOU. Here's how it was done:

39 The Unexpected—2 Announcements
52 Ladd Shows—3 Announcements ea.
52 Runyon Shows—3 Announcements ea.
89 Behind the Scenes—2 Spots each
568 Spot Announcements @ $4.50 ea. (WMOU 312 time rate) . . $2556.00
Cost of Special Package in WMOU Market . . . . . $ 780.00
PROFIT . . $1776.00

WRITE OR WIRE TO GET THIS RADIO BARGAIN FOR YOUR MARKET

Mayfair TRANSCRIPTION CO.

8511 SUNSET BOULEVARD
LOS ANGELES 46, CALIFORNIA

lished every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING at deadline

Closed Circuit

IS BOB HOPE going CBS? Transaction, similar to his pal Bing Crosby's deal, on capital gains basis, has been offered by CBS. Conversations followed word of plan of Lever Bros. to cancel out Hope on his NBC show. Hitch might be TV rights, since there's question whether Hope contract with Paramount permits kinescoping. Crosby has full TV rights.

WHETHER MUTUAL will tie-up with M-G-M may be settled within few weeks. After months of conversation, it's now reliably reported that mid-April deadline has been set on acceptance of proposition to M-G-M board which entails Mutual shareholders receiving about $1,600,000, and with commitment that M-G-M will operate network for minimum of five years.

THERE WILL be no final determination of new general manager of NAB until full board of directors gets together in pre-convention huddle in Chicago about April 16. Board advisory committee met in New York last week and decided to explore matter further. Five-man committee conferred with William B. Ryan, general manager of KFI Los Angeles, regarded as formidable prospect for $25,000 post, but its function is simply recommendatory to President Miller and full board. Committee hopes to bring in unanimous choice.

IN LAST-DITCH effort to quell Cuban radio uprising against tentatively approved U. S.-Cuban NARBA treaty (story page 25), U. S. Ambassador Robert Butler may confer with Cuban President Prio early this week to urge agreement. Same high-level approach was made in attempt to unsnarl U. S.-Cuban differences at earlier Montreal sessions.

FRED ALLEN reportedly considering launching television show on NBC-TV from Chicago, probably next fall if plan materializes. Comedian understood to believe Chicago is more sympathetic to artistic enterprises than commercial hotbed of New York.

ALL-RADIO PRESENTATION COMMITTEE, at meeting this week, will consider offer of Schwerin Research Corp. to conduct audience reaction tests on "Lightning That Talks" preliminary to preparation of 20-minute version of promotion film for showing to general public.

WHO WILL HEAD FCC's new Broadcast Bureau—key spot in regulation of radio and TV under realignment plan? Harry Plotkin, senior Assistant General Counsel, is avowed candidate and believed to have support of Chairman Wayne Coy. But another name mentioned is John A. Willoughby, who relinquishes acting chief engineer's post effective April 3 when Curtis Plummer, present assistant chief in charge of TV, assumes newly created chief

(Continued on page 90)

Upcoming

March 27-30: Canadian Assn. of Broadcasters annual meeting, Brock Hotel, Niagara Falls, Ont.
March 29-April 1: ANA Convention, Homestead, Hot Springs, Va.
March 30-April 1: AAAA Convention, Greenbrier, White Sulphur Springs, W. Va.
April 12-19: NAB Convention Week, Stevens Hotel, Chicago.
(Other Upcomings on page 89)

Bulletins

GENERAL FOODS lining up spot series to start April 1 in 20 markets for Baker's 4-in-1 cocoa and East and West Coast spots for Yuban coffee to start April 3. Agency is Benton & Bowles, New York.

TWO PAINT firms scheduling spring radio campaigns. Sapolin Paints Inc., New York, starts campaign March 20 in Washington, Baltimore, Providence and New York, with Boston starting March 27. Agency is R. T. O'Connell Co., New York. Muralo planning cross-country campaign including spots and programs, through O'Connell agency.

RADIO SET PRODUCTION MAINTAINS FAST PACE

OUTPUT of radio receivers in February (AM, AM-FM, FM and auto sets) totaled 750,393 units, maintaining unexpectedly high level of last quarter of 1949, according to Radio Mfrs. Assn., representing about 85% of industry total. Total output of all types of receivers was 1,117,458 units.

TV production totaled 367,065 sets compared to 335,588 in January, up 9%. Weekly average output was 91,766 TV receivers. Of month's TV sets, 42,940 were equipped to tune FM band. Production of FM and FM-AM sets totaled 86,455, bring total number of February sets with FM tuners to 129,395.

RMA reported that 3,029,000 TV sets were produced by the entire industry in 1949 along with 7,456,000 home type radios other than those in TV sets, and 3,964,000 auto radios.

SPEED RICHARDS HEARINGS

WEEKEND and night sessions slated in FCC's Los Angeles hearing on news-slanting charges against G. A. (Dick) Richards, to permit Examiner J. Fred Johnson Jr. to return to Washington by April 3, when he assumes duties as Chief Hearing Examiner and undertakes new hearing assignment. Meanwhile, in Friday's session Clete Roberts, former public affairs director of Mr. Richards' KMPC Los Angeles, complied with subpena requiring him to produce papers which Richards' counsel claimed were being withheld. Originally he had been expected to produce these at today's (Monday) session (see early story page 28).

Business Briefly

P & G ACTIVITY ● Procter & Gamble Co., Cincinnati (Dreft), planning early morning tests aimed at farm audience in Des Moines and other mid-western markets. Company (for Oxydol) also mulling TV version of *Beulah* radio series this fall on ABC. Agency: Dancer-Fitzgerald-Sample, New York.

JOE DiMAGGIO TO NBC ● *Joe DiMaggio Show* moves April 15 from Sat., 11:30-12 noon on CBS to Sat., 7:30-8 p.m. on NBC. MAX Ltd., Newark (candy), is current sponsor but change in sponsors expected with move to NBC.

HEIDT TV SHOW ● General Motors (Buick Div.) through Kudner Agency, and Philip Morris (cigarettes) through Biow Co., New York, considering TV version of Horace Heidt show. Philip Morris sponsors radio series on CBS, Sunday, 9:30-10 p.m.

BERLE TAKES TOP RANK IN NEW YORK HOOPERATINGS

TOP THREE programs in New York Hooperatings, based on all homes, for February were television. Highest ranking radio show was fourth in list of first 15. Nine TV shows and six radio shows composed first 15.

Leaders were *Milton Berle* (TV) 25.5, *Arthur Godfrey's Talent Scouts* (TV) 17.6, *Toast of the Town* (TV) 16.2, *Arthur Godfrey's Talent Scouts* (radio) 14.5. Among "radio only" homes leading programs were *Arthur Godfrey's Talent Scouts* 21.3, *Radio Theatre* 21.1, *Bing Crosby* 19.3. Among TV homes, leading programs were *Milton Berle* 68.3, *Arthur Godfrey's Talent Scouts* 45.3, *Toast of the Town* 42.4.

ELLIS A. GIMBEL

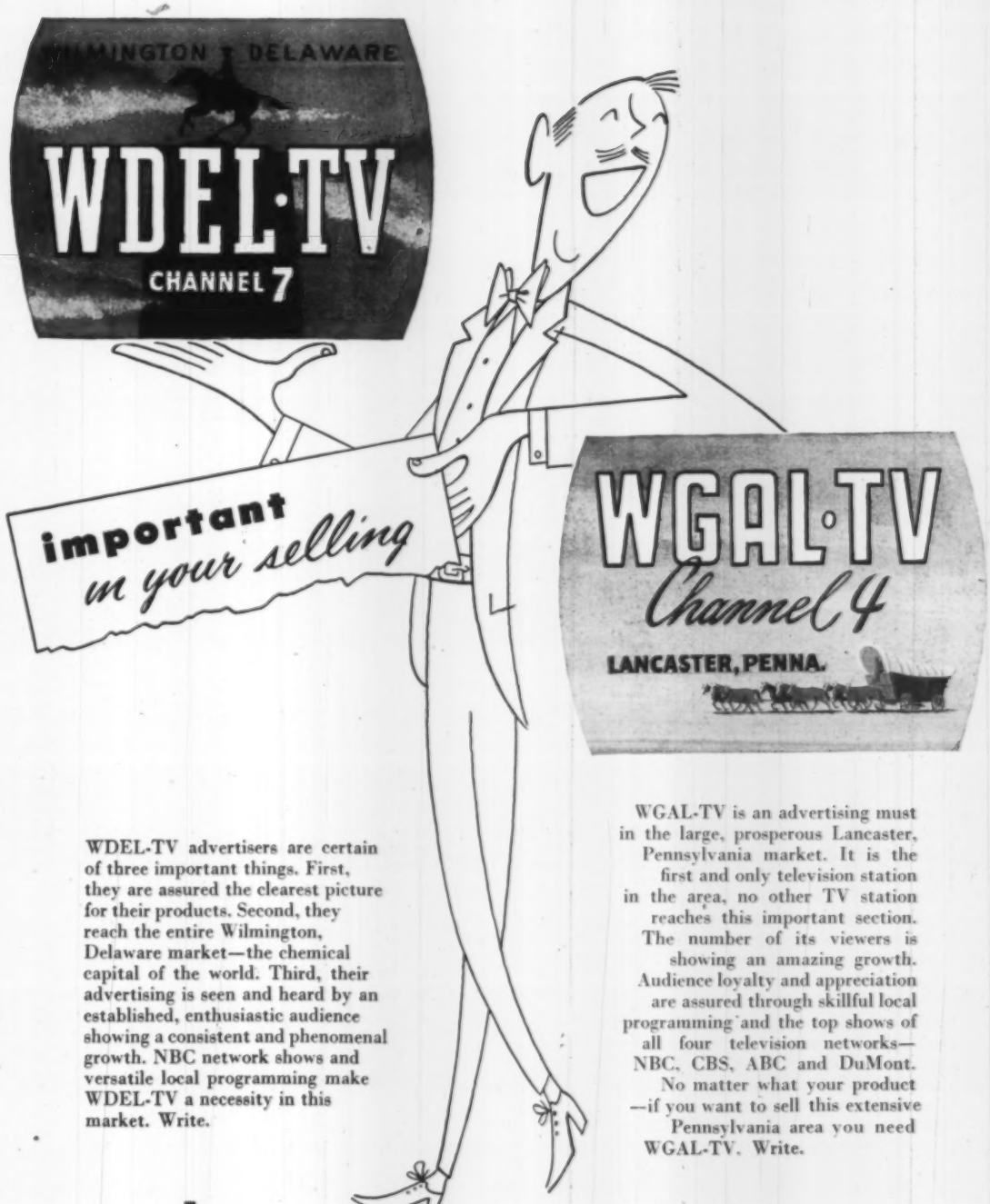
ELLIS A. GIMBEL, 84, chairman of the board Pennsylvania Broadcasting Co. (licensee of WIP Philadelphia), died late Thursday in Philadelphia following four-day illness. Mr. Gimbel, uncle of Benedict Gimbel Jr., WIP president and general manager, also was chairman of board of Gimbel Bros., department store chain founded by his father, as well as philanthropist. Among survivors present at death were Ellis A. Gimbel Jr., son; Mrs. Frida lyn Graham, daughter, and Mrs. Richard Gimbel, daughter-in-law.

JOIN COMPTON AGENCY

DONALD S. FROST, formerly with Bristol-Myers Co., and Robert L. Nourse Jr., formerly with W. Earl Bothwell Inc., have joined Compton Adv. Mr. Frost will headquarter in New York office of agency as account executive for Drene shampoo and Mr. Nourse will be based at Hollywood office as account executive.

LANTZ TO BRISTOL-MYERS

WALTER P. LANTZ, formerly with Lambert Pharmacal Co., New York, has joined Bristol-Myers Co. as advertising manager.



WDEL-TV advertisers are certain of three important things. First, they are assured the clearest picture for their products. Second, they reach the entire Wilmington, Delaware market—the chemical capital of the world. Third, their advertising is seen and heard by an established, enthusiastic audience showing a consistent and phenomenal growth. NBC network shows and versatile local programming make WDEL-TV a necessity in this market. Write.

WGAL-TV is an advertising must in the large, prosperous Lancaster, Pennsylvania market. It is the first and only television station in the area, no other TV station reaches this important section. The number of its viewers is showing an amazing growth. Audience loyalty and appreciation are assured through skillful local programming and the top shows of all four television networks—NBC, CBS, ABC and DuMont. No matter what your product —if you want to sell this extensive Pennsylvania area you need WGAL-TV. Write.

NBC
TV - AFFILIATES

Represented by ***Robert Meeker Associates***
CHICAGO SAN FRANCISCO NEW YORK LOS ANGELES

STEINMAN STATIONS
Clair R. McCollough, *General Manager*

WGAL WGAL-TV WGAL-FM
Lancaster, Pa.

WDEL WDEL-TV WDEL-FM
Wilmington, Del.

WKBO Harrisburg, Pa.
WRAW Reading, Pa.
WORK York, Pa.
WEST WEST-FM Easton, Pa.

because it proves, to every radio time buyer, something that's well worth knowing:

WFBM has one of the nation's soundest, most sales-producing promotion programs—not just for Kroger's, but for ALL of its advertisers!

We appreciate this fine acknowledgment of our efforts for promotion of Kroger's recent $65,000 Brand Name Treasure Hunt in a contest conducted among 31 of the nation's top stations. And, we're pleased to share top honors with WCHS, Charleston, and WAGA, Atlanta.

First IN INDIANA ANY WAY YOU JUDGE!

WFBM INDIANAPOLIS

BASIC AFFILIATE: Columbia Broadcasting System

Represented Nationally by The Katz Agency

Associated with: WFDF *Flint* — WOOD *Grand Rapids* — WEOA *Evansville*

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices
870 National Press Bldg.
Washington 4, D. C. **Telephone ME 1022**

IN THIS BROADCASTING . . .

BMB's Successor to Be Broadcast Audience Measurement Inc. 23
Cox-Howell Merger Affects Atlanta AM-TV 23
Radio's Needs Outlined by McLaughlin 24
U. S.-Cuban Treaty Hits Snag 25
Treasury Study Seen on License Fees 25
Plans Take Shape for NAB Convention 26
AAAA, ANA Sessions Convene Next Week 26
Hill Opposition Seen to FCC Reorganization Bill 27
Nielsen Prepared for Added Service 27
Richards Hearing Opens 28
LBS Sets Rate Policy 28
Clean Up Programming, Coy Warns 29
Oklahoma U. Holds 9th Radio Meet 29
BMB Compiling FM Data 30
NBC Shifts Personnel in Program, Service Units 30
65,000 Came to Grasso's Dance 32

Telecasting Section Index, 57

DEPARTMENTS

Agencies	10	News	4
Allied Arts	72	On All Accounts	1
Commercial	44	On The Dotted Line	3
Editorial	40	Open Mike	1
FCC Actions	71	Our Respects to	4
FCC Roundup	87	Production	7
Feature of Week	16	Programs	7
In Public Interest	20	Promotion	7
Management	42	Radiorama	6
Network Accounts	12	Technical	7
New Business	12	Upcoming	8

WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Tyler Nourse, Jo Hailey, *Assistants to the News Editor.* STAFF: David Berlyn, Lawrence Christopher, Mary Ginn, Tom Hynes, John Osbon, Ardinelle Williamson. EDITORIAL ASSISTANTS: Estelle Dobschultz, Kathryn Ann Jones, Pat Kowalczyk, Doris Lord, Wilson D. McCarthy, Jean D. Statz; Eleanor J. Brumbaugh, *Assistant to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Phyllys Steinberg, Judy Martin; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston.

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Bill Gabriel Jr., Elaine Haskell, Grace Motta, Lillian Oliver, Al Riley, Warren Sheets.

NEW YORK BUREAU 250 Park Ave., Zone 17, *PLaza 5-8355;* EDITORIAL: Edwin H. James, *New York Editor;* Herman Brandschain, *Asst. to the New York Editor;* Florence Small, Gloria Berlin.
Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO 417 Harbour Commission, *ELgin 0273;* James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1950 by Broadcasting Publications, Inc.

Subscription Price: $7.00 Per Year, 25c Per Copy

first

IN POWER

AND RESULTS

50,000
WATTS

Radio—America's Greatest Advertising Medium

WJR

MICHIGAN'S GREATEST
ADVERTISING MEDIUM

C. B. S.

Represented by
PETRY

THE GOODWILL STATION, INC., FISHER BLDG., DETROIT

G. A. RICHARDS
Chairman of the Board

HARRY WISMER
Vice President and General Manager

ANY ADVERTISER

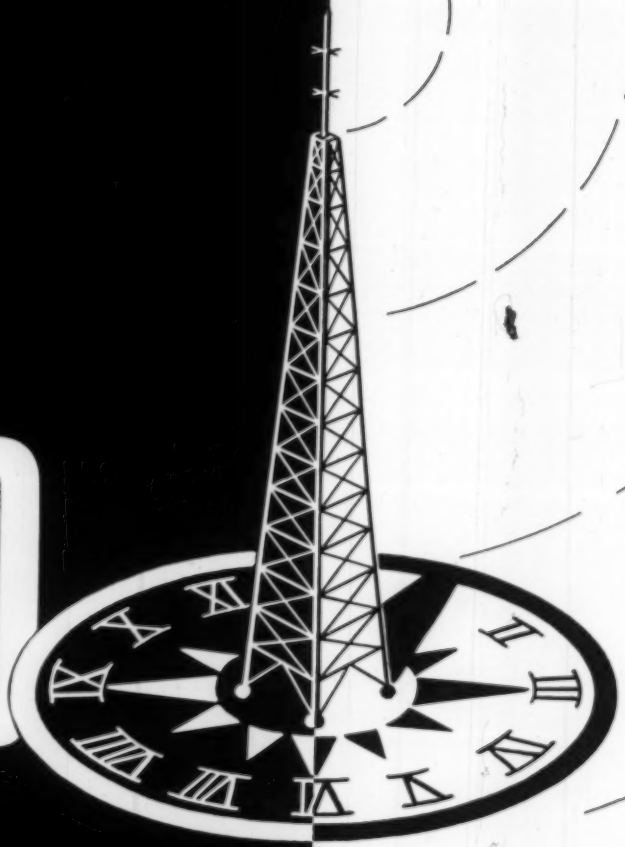
Can...

MOST ADVERTISERS

Should...

USE

SPOT RADIO



FEWER DOLLARS SPENT... EACH DOLLAR WORKING HARDER

Shrewdly invested, your Spot Radio dollar works at peak advertising efficiency —only the markets you want—on the station that serves it best—with both program and time pointed at the very audience you want.

That means waste pared way, way down ...effectiveness piled on thicker.

You harness radio's mighty power and drive it along the specific road you want to travel.

No better starting point than this potent station roster.

SPOT RADIO LIST

WSB	Atlanta	NBC
WBAL	Baltimore	NBC
WNAC	Boston	MBS
WICC	Bridgeport	MBS
WBEN	Buffalo	NBC
WGAR	Cleveland	CBS
WFAA	Dallas	NBC
	Ft. Worth	ABC
WJR	Detroit	CBS
KARM	Fresno	ABC
KPRC	Houston	NBC
WDAF	Kansas City	NBC
KFOR	Lincoln	ABC
KARK	Little Rock	NBC
KFI	Los Angeles	NBC
WHAS	Louisville	CBS
WTMJ	Milwaukee	NBC
KSTP	Mpls.-St. Paul	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
KOIL	Omaha	ABC
WIP	Philadelphia	MBS
KGW	Portland, Ore.	NBC
WEAN	Providence	MBS
WRNL	Richmond	ABC
WOAI	San Antonio	NBC
KOMO	Seattle	NBC
KTBS	Shreveport	NBC
KGA	Spokane	ABC
WMAS	Springfield	CBS
WAGE	Syracuse	ABC
KVOO	Tulsa	NBC
WSAU	Wausau, Wisc.	NBC
WWVA	Wheeling	CBS
KFH	Wichita	CBS

THE YANKEE NETWORK
TEXAS QUALITY NETWORK

Represented Nationally by

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT
ST. LOUIS • SAN FRANCISCO • DALLAS • ATLANTA

XUM

Oklahoma City's
Only 50,000 Watt Station

KOMA

Outlet for The Columbia Broadcasting System

CHIC-O-LINE SHOWS 90% GAIN AFTER 9 MONTHS ON KOMA

In March, 1949, nine months after the Chickasha Cotton Oil Company began a daily quarter-hour program on KOMA in behalf of Chic-O-Line Feeds, the general manager wrote, "We show a gain for the year of 1948 of about 90 percent."

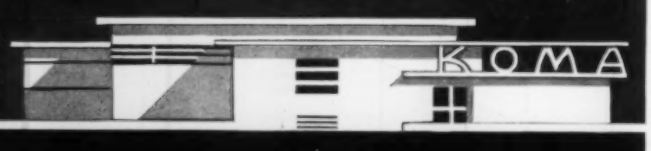
In the last six months of 1948 Chic-O-Line moved from 17th to 3rd position in the state in total tonnage feed sales, proving once again that intelligent advertising, good sales strategy and quality products all team up to make for successful business.

We invite you, too, to take advantage of KOMA's 50,000 watt primary coverage and its 194,090 radio homes (BMB, 1949).

Let us or Avery Knodel give you the complete picture of why KOMA is Oklahoma's best buy in radio.

J. J. Bernard
General Manager

Avery-Knodel, Inc.
RADIO STATION REPRESENTATIVE



Agencies

WILLIAM KOSTKA, formerly with United States Brewers Foundation, New York and NBC, assumes management of W. W. MacGruder Inc., Denver agency, as executive vice president and general manager. Firm name changed to **MacGruder, Bakewell & Kostka Inc. ROBERT D. MacGRUDER** is president of new firm and **GEORGE BAKEWELL Jr.** is secretary-treasurer. Mr. Kostka will continue his public relations firm, William Kostka & Assoc.

HERBERT L. STEINER, who joined Ben Sackheim Inc., New York, on Jan. 1, elected a vice president and director of company.

JOHN WILSON, formerly copy supervisor with Kenyon & Eckhardt, New York, joins Dancer-Fitzgerald-Sample Inc., New York, in its copy department.

FARQUHAR & BAIR Adv. formed by **JOHN T. FARQUHAR** and **EDWARD J. BAIR Jr.** Offices in First National Bank Bldg., Utica, N. Y. Mr. Farquhar has been associated with agencies for past 12 years as radio and television director. Mr. Bair was art director at Devereux & Co., Utica. **TED R. DARVOE** joins firm as account executive and merchandising director. **Mrs. VIRGINIA BAIR** is space buyer and production manager.

JACK PETERSON, formerly radio producer at CBS Chicago and more recently with Herbert H. Horn Inc., Los Angeles, joins Barns Chase Co., San Diego, as radio-television director.

E. JOHNNY GRAFF, program director of WBKB (TV) Chicago, named vice president in charge of radio and television for Kaufman & Assoc., Chicago agency.

DANIEL H. STEELE elected president of Hamilton Adv. Agency, Chicago, succeeding **JOHN J. LAWLER,** who becomes chairman of board.

FRANK BRUGUIERE, formerly with Avery & Bruguiere Adv., San Francisco, joins Biow Co., same city.

GILBERT McCLELLAND, former director of MBS Midwest operations, joins radio department of Leo Burnett Agency, Chicago.

RUTH JAROS CERRONE, formerly with Pedlar & Ryan, New York, joins creative staff of Sullivan, Stauffer, Colwell & Bayles, New York.

ROBERT SHAPIRO, formerly creative director of William Lawrence Sloan Adv., joins Jackson & Co., New York, in creative capacity.

STUART B. SMITH, formerly manager of Canadian Adv. Agency Ltd., Toronto, joins James Lovick & Co., Toronto, as director and manager of Toronto office. He formerly was with Young & Rubicam, Toronto.

C. H. HALE, formerly with Golden State Co., San Francisco, joins BBDO, same city.

ANTON BONDY, formerly with J. Walter Thompson Co., New York, and BBDO, same city, joins media department of Kenyon & Eckhardt, New York.

BUD HOLTZMAN joins Gerome Adv. Inc., St. Louis, as head of television department. He formerly wrote radio scripts for WENR, WGN and WCFL all Chicago, KMOX St. Louis and Playmakers Production Co.

W. H. LONG Co., York, Pa., advertising agency, elected to National Advertising Agency Network.

YOUNG & RUBICAM, New York, commendated by Greater New York Chapter of the Red Cross for "outstanding cooperation" for donations to volunteer blood program.

BILL JONG, formerly of Art Center, Los Angeles, joins Hal Stebbins Inc., that city, as production manager.

MARION E. WELBORN, for past two years partner in Associated Adv., Los Angeles, joins Walter McCreery Inc., as business manager for three agency

(Continued on page 79)

THE VOICE OF DIXIE
ALABAMA'S
MOST POWER-FULL STATION

690 KC
50,000 WATTS cp*

appoints

RADIO REPRESENTATIVES INC.

as

National Sales Representatives

Offices in

NEW YORK
CHICAGO
SAN FRANCISCO
LOS ANGELES

- **WVOK serves Dixielanders with "their" kind of music**
- **WVOK carries more "live" hill billy music than any other Birmingham station**
- **WVOK pulls more mail than any other Alabama station** (over 5,000 letters per week)

Cover Alabama's rich number one market . . . and receive plus coverage of all Dixieland . . .

* construction permit

BUY WVOK
BIRMINGHAM

Iralee Benns, Pres.

W. J. Brennan, Com'l Mgr.

we're finally settled 'n rarin' to go, at

OUR NEW AUDITORIUM STUDIO

You never saw anything like our opening show...

"Laugh with the Ladies" *

says "willie wish" No wonder we're jumping up and down. Our first show was a howling success! Others, since, are getting just as big a hand. Our surroundings, our facilities are ship-shape and we're on our way to still bigger-and-oftener sales for our advertisers. Yes—entertainment-hungry Hoosiers (with plenty of what it takes to buy YOUR products) are eagerly awaiting the top-level shows we're now staging from our incomparable new studios on Indianapolis' near North Side.

* Every Monday, Wednesday and Friday ... sponsored by STOKELY'S Finest Foods

Wish -A-B-C

OF INDIANAPOLIS

George J. Higgins, *Manager* Free & Peters, *National Representatives*

New Business

PILLSBURY MILLS, Minneapolis, for Pillsbury's Best Flour, will sponsor Jack Hunt folk music, transcribed quarter-hour strip, on 40 stations from today (Monday) through May. Agency: Leo Burnett, Chicago.

BEST FOODS Inc., New York, for Rit dyes and Shinola shoe polish, begins one-minute and chainbreak schedules for both products in from 75 to 80 markets early in April, to continue through June. Markets increased on each about 15% since last spot campaigns. Agency: Earle Ludgin, Chicago.

PHILIP MORRIS & Co., through Biow Co., New York, to sponsor interviews by Dizzy Dean preceding and following Yankee home games over WABD (TV) New York, beginning April 21. Schedule calls for 63 daytime games and 14 night games.

CHEMICALS Inc., San Francisco (Vano products), signs for sponsorship of Frank Goss news broadcasts, three times weekly for 52 weeks on KCBS San Francisco and Columbia Pacific Network, starting April 3. Agency: Garfield & Guild, San Francisco.

ISALY DAIRY STORES of Pittsburgh appoints Wasser, Kay & Phillips Inc., Pittsburgh, to handle advertising. Planning spot TV campaign.

HEWLETT Bros., Salt Lake City (jams, jellies, syrups, preserves), appoints Ross Jurney & Assoc., same city. Firm starts mid-morning show over KDYL Salt Lake City. **Ralph Herbert** is account executive.

SHOTWELL Mfg. Co., Chicago (marshmallows, candy), names Reincke, Meyer & Finn., same city, to handle its advertising. Media plans will be set within fortnight, with radio and TV being considered.

KLAMATH Potato Growers Assn., Klamath Falls, Ore., appoints Gerth-Pacific Adv., San Francisco, to promote 1950 crop. Radio being considered.

PURE OIL Co., Chicago, will sponsor one-minute and 20-second sound-on-film commercials in evening hours in 13 markets, five per week, for 13 weeks starting end of April. Agency: Leo Burnett, Chicago. Petroleum products and automotive accessories will be advertised.

ADLER Co., Cincinnati (socks), begins first TV test in Chicago on WNBQ (TV) with two 20-second spots weekly for six weeks. Agency: Ruthrauff & Ryan, Chicago.

MODGLIN Co., Los Angeles (Perma-Broom), appoints Compton Adv., Hollywood, to handle advertising, effective June 1. Media plans now being discussed.

ATCHISON, TOPEKA and SANTA FE Railway, Chicago, through Leo Burnett Agency, same city, will sponsor one-minute sound-on-film TV spots in Chicago, Detroit, Los Angeles and New York from April 1 for six weeks. Each market will have 26 spots.

WESTCHESTER AQUARIUM appoints William Warren, Jackson & Delaney, New York, to handle its advertising. Radio will be used.

Network Accounts • • •

ARMSTRONG CORK Co., through BBDO, New York, buys Tuesday, 9:30-10 p.m. time on NBC-TV, beginning June 6, for new dramatic program being built by NBC-TV and as yet untitled.

BILTMORE TUNA, San Francisco, starts sponsorship of *Cisco Kid*, Frederic W. Ziv package, on 12 Don Lee stations, Wednesday, 7:30-8:00 p.m. PST. Contract for 26 weeks. Agency: Harrington-Richards, San Francisco. **INTERSTATE BAKERIES Corp.,** Kansas City, Mo., (Weber's Bread) currently sponsoring program on 12 Don Lee stations through Dan B. Miner, Los Angeles.

HOTPOINT Inc. purchases one-shot on CBS radio network, 5-6 p.m. Sunday, May 14 for special Mother's Day show. Maxon Inc., New York, is agency. Show will be dramatic program.

GILLETTE SAFETY RAZOR Co., sponsoring three major basketball games from Madison Square Garden on 26-station ABC-TV Network March 18, March 25, April 1. Telecasts, starting at 10 p.m. and running to conclusion, include National Invitation Tournament and National Collegiate Athletic Assn. eastern finals, and annual East-West all-star game. Agency: Maxon Inc., New York.

(Continued on page 79)

This summer be sure your sales grow

Last Summer, sixty national spot and local advertisers (25% more than the year before) used WCCO all Summer long. Just as they did *all year round*. Many for the tenth straight year.

They have found that Summer campaigns on WCCO make their sales *grow*. Because during June, July and August their customers in WCCO territory spend more than $686,000,000 on all kinds of retail products.

Better still, WCCO produces big Summer profits at a *low* Summer cost-per-thousand. In fact, since 1946, WCCO's average daytime Summer Hooper has jumped up 38.3%. And the cost-per-thousand has *dropped* 29.8%!

To be sure your sales grow *all year round*, join WCCO's sixty year-round sponsors. Just ask us or Radio Sales about a hot sales-personality (like Bob DeHaven, for one). You'll find WCCO sends sales UP with the temperature!

Minneapolis-St. Paul
50,000 watts

WCCO

Represented by Radio Sales

* *All source data available on request.*

Advertisement

From where I sit *by* Joe Marsh

Handy and Easy Are Both Wrong

Handy Peterson and Easy Roberts got in quite an argument the other day over at Fred's Garage about the best spot to fish up at Green Lake.

"Opposite the old sawmill is the best spot," says Handy. But Easy "pooh-pooh's" him. "I've seen the biggest fish caught off Cedar Point," says Easy. "I've been catching them there for years."

Then Fred goes and brings out the biggest mounted rainbow trout you ever saw. "Bet you that was caught at the sawmill," comments Handy. "Cedar Point," says Easy. "Well," says Fred, "you're both wrong. I caught this baby right out in the middle!"

From where I sit, there are always two (or more) sides to every story. Let's live and let live in the true American tradition of toleration. Your opinion is worth a lot, but so is the other fellow's—whether it's on politics, the best fishing spots, or whether he likes a temperate glass of beer and you like buttermilk.

Joe Marsh

Copyright, 1950, United States Brewers Foundation

Open Mike"

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

'Digest of News'

EDITOR, BROADCASTING:

. . . It seems I have been reading BROADCASTING for most of the 20 years that I was in radio and I am quite certain I will be reading it for all the years I am in television, because it is the one publication that gives me a digest of the news and feature material pertinent to the industry. . . .

Harry Wayne McMahan
Executive Producer
Five Star Productions
Hollywood

* * *

Offers Radio File

EDITOR, BROADCASTING:

In the "early days" of broadcasting, I started out to maintain a comprehensive file on all matters pertaining to the development of commercial radio, from specimen rate cards to promotion pieces of all kinds, including booklets, surveys, etc., dating back to 1926.

Someplace around 1940, I decided I would never complete my "lifework" and discontinued collecting samples.

For some earnest bibliographer, collector, or some school which would like to delve into early radio workings, this collection is available at no charge. I have the material stored at my home, and will be glad to hear from anyone interested in acquiring it.

Alex Sherwood
Standard Radio Transcription Services Inc.
665 Fifth Ave., New York

* * *

Why No A&P Time?

EDITOR, BROADCASTING:

. . . Several of the radio boys in this area were talking last week about the "A & P Case," so highly publicized and advertised in the newspapers. . . .

I haven't heard any radio time paid for by A&P nor have I had the slightest feeler for such advertising on this station. . . .

. . . Our circulation is about seven times greater than that of our next competitor (a five a week paper) . . .

I am just wondering, Why? . . .

William Shepherd
Prom.-Com. Mgr.
WWGA Tifton, Ga.

* * *

'Hear,' Not 'Read'

EDITOR, BROADCASTING:

. . . I heard a radio announcer on an early morning program say: "Did you READ about the Leopard in Oklahoma City—?"

. . . That after radio broke the story on all newscasts came limping in with headlines the next morning —after dailies carried front-page stories about the continuing hunt Tuesday morning, while radio listeners that same morning were hearing newscasters tell of the successful drugging and recapture of the leopard. . . .

. . . This radio announcer should be sent by the program director to head of the class and forced to write "READ" on the black-board 100 times, draw 100 lines through those same unspeakable words, and then write "HEAR ON THE NEWS" 100 times. It would do him good and it would do radio good.

Norman Lassetter
Program Director
WFGN Gaffney, S. C.

* * *

Rea's 'Roving Phone'

EDITOR, BROADCASTING:

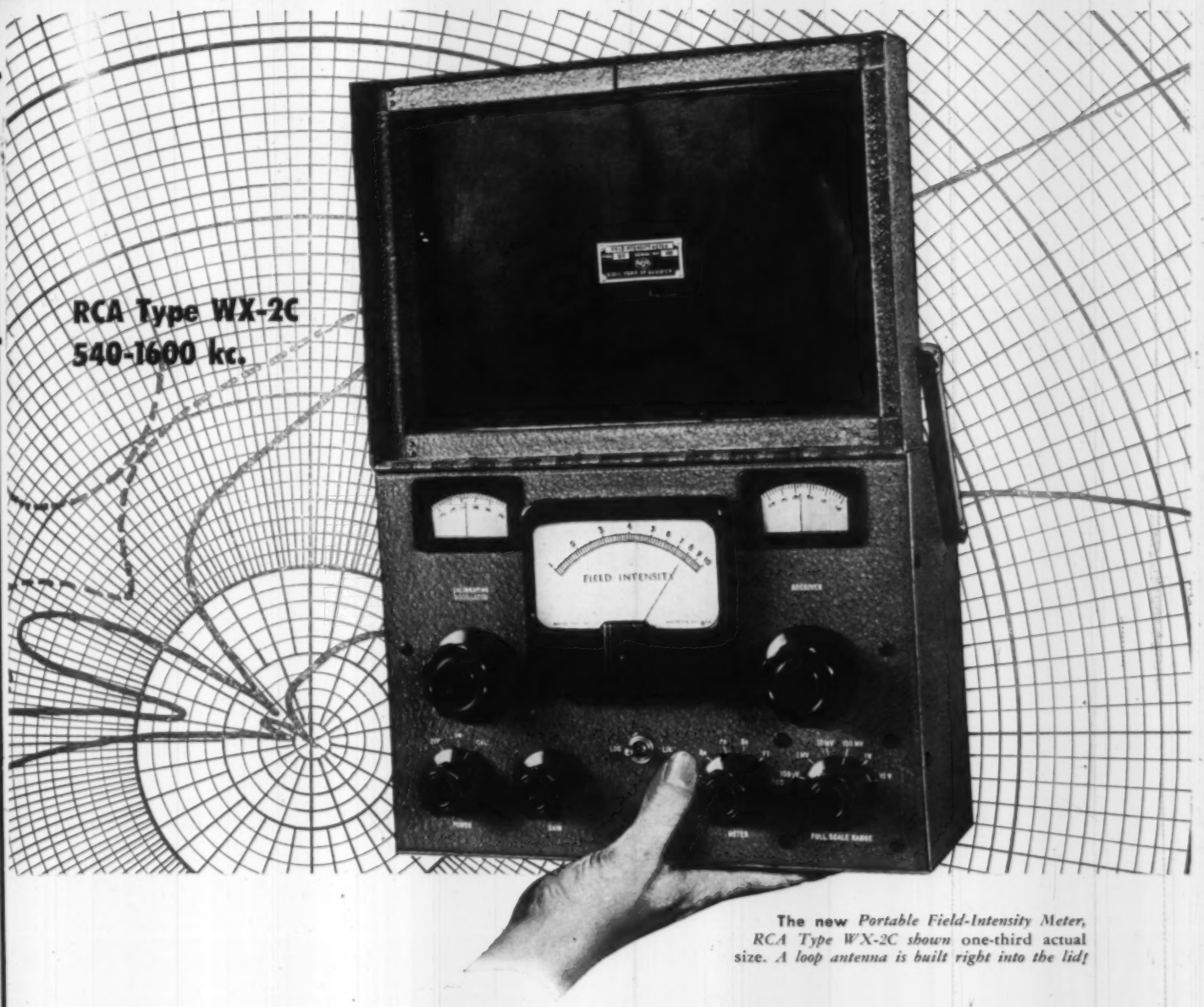
. . . This 49-50 winter was the worst we have had on the Canadian Pacific Coast for the past 50 years—which brings me to our enterprising manager's *Roving Mike* broadcast — and your cartoon [BROADCASTING, Feb. 22].

Bill Rea and his *Roving Mike* are very well known in Vancouver, New Westminster and this district. When the gales, snow and ice arrived this winter our versatile owner-manager changed his broadcast to the *Roving Telephone* for two months! Each day he opened his broadcast with a timely question—and listeners were asked to

(Continued on page 20)

O'Butcher of KIST

SURE and the "wearing of the green" was worn all over America on St. Patrick's Day —but nowhere more authentically than at KIST Santa Barbara, Calif. Never one to let an observance down—on Christmas Day mistletoe was distributed so that everyone could be KIST—Harry C. Butcher, president of KIST, decided to do right by the March 17th observance. Through the Horace Lohnes law firm in Washington, Mr. Butcher got in touch with the Irish embassy and asked them for the loan of a flag of the Irish Free State. On St. Patrick's Day the mast at KIST displayed an American flag, California flag, and the Irish banner.



The new *Portable Field-Intensity Meter, RCA Type WX-2C shown* one-third actual size. *A loop antenna is built right into the lid!*

a truly portable Field-Intensity Meter

• Weighing only 12½ pounds—including batteries, here's a small, compact field-intensity meter of high accuracy that carries around like a portable radio . . . and operates almost as simply. You tune in a signal, adjust a *built-in* calibrating oscillator and receiver gain . . . and *read signal intensity directly in microvolts-per-meter.* No charts, curves, or correction factors to worry about. No computations to make.

Designed with a wide sensitivity range of 10 microvolts/meter to 10 volts/meter, Type WX-2C enables you to make field-strength readings anywhere—from the very shadow of your transmitter, to the toughest location "down-in-the noise." Plenty of front-end selectivity, too. Loop antenna Q is approximately 100 at one megacycle; An r-f amplifier stage provides a very high order of image rejection.

Power supply; Ordinary flashlight dry cells for the quick-heating tube filaments—and a 67-volt battery of the size used in camera-type radios for the B supply.

A lot easier now to get the facts on your coverage, service area, and antenna efficiency . . . with RCA's new portable WX-2C. Ask your RCA Broadcast Sales Engineer for the facts. Or write Department 19-CC, RCA Engineering Products, Camden, New Jersey.

BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

WBIG

"The Prestige Station of the Carolinas"

WBIG dominates "The Magic Circle"* having more of the 20 top Nielsen-rated programs than all other stations combined within a 50 mile radius of Greensboro.

5,000 watts
unlimited
CBS affiliate

gilbert m. hutchison
general manager

Represented by Hollingbery

* the richest and most populous area of North Carolina, the South's wealthiest and most progressive state.

Feature of the Week

PROMOTIONAL play by KLER Rochester, Minn., on the hidden coin trick brought thousands of coin seekers milling about downtown streets in search for one of the payoff digits, according to General Manager Walt Bruzek.

The coin promotion, part of the "Golden Opportunity" campaign by KLER, utilized 16 teams of "coin droppers" who distributed 365 pieces between 7 and 8 p.m. on Feb. 20. Eighteen Rochester merchants cooperated in the drive which emphasized opportunities in America and acquainted people with call letters, frequency and program offerings of the station.

At deadline for the return of coins, 362 coins had been turned in, KLER, an ABC outlet, reports. Grand prize, consisting of a two-week vacation in Hawaii, was awarded to Mrs. W. C. Robinson, Rochester housewife, who brought in the first large coin. Other prizes

Winning contestant receives award from Mr. Bruzek.

* * *

ranged in value from electric blankets and toasters down to Zippo lighters. Contest was preceded by newspaper ads, station spots and merchant participation.

On All Accounts

WHEN he was in elementary school, Milton Joseph Stephan's favorite subject was composition. This subject was to lead him into radio and television and eventually to his present position as director of radio and television for Allen & Reynolds Advertising Agency in Omaha.

Today, the radio and television department of Allen & Reynolds, under Milt's direction, is producing, writing and creating shows and announcements for over 50 clients.

Milt was born in Omaha on Aug. 11, 1924. After discovering his bent for composition in his early school years, he augmented this by packing in more than the required amount of subjects for a college preparatory course, with journalism, advertising or law in mind.

When he left high school, however, Milt decided upon practical experience over attending a university. While vacationing in California, he decided to seek employment there. For better than a year, he was associated with a patent medicine firm and watched closely the methods used in its marketing and advertising.

His entry into the advertising world was interrupted by the war. Milt had three years' service in the Navy, two of which were continuous overseas duty.

Still planning to make radio advertising his career, the ex-sailor made his official entry into radio via an Omaha station and soon became director of continuity and commercial production at Omaha's Mutual outlet, KBON. Although television had not yet reached Omaha, Milt put in every available moment preparing for the advent of the medium.

He joined A & R July 12, 1948.

MILT

Milt considers every campaign his favorite one – while he's working on it. Looking back on several campaigns, however, he especially likes to recall the Peter Pan Bread "Strength and Energy" series of transcribed spots with Jim Ameche as narrator.

Lately he has written and produced transcribed spots designed to increase the sales of TV sets in Omaha. This series of spots is the backbone of an industry-wide campaign sponsored by the Nebraska-Iowa Electrical Council, and designed to introduce television sets into 8,000 more homes within a 30-day period.

From the family standpoint, Milt has purchased a new home and is engaged to be married in May. He is a Master Mason, Nebraska Blue Lodge #1, A. F. & A. M. He likes to hunt and fish and, in addition, hopes some day soon to start building and collecting scale model replicas of automobiles.

Daytime listeners prefer WGAR. Hooperatings (Dec. '49-Jan. '50) show that from 8 A.M. to 7 P.M. weekdays, WGAR has the first five top rated shows... and 12 of the top 15! WGAR programs are first in 28 out of the 44 quarter-hour periods!

Popularity goes hand in hand with promotion. WGAR paid for linage on station and program promotion appears regularly throughout the year in 15 leading northern Ohio newspapers. One copy of each of these newspapers with a WGAR ad, stacked together, would tower 18 feet! WGAR believes in advertising!

in Northern Ohio..

WGAR

the SPOT for SPOT RADIO

Right: Mr. William E. Hunger, President and Treasurer of the Union Oil Company of Ohio, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association, Cleveland Rotary Club and Cleveland Chamber of Commerce. *Left:* Mr. L. L. Altman, Vice President and Secretary of the Union Oil Company, member of Cleveland Petroleum Club, Ohio Petroleum Marketers Association and National Paint, Lacquer and Varnish Association. Union Oil is a WGAR advertiser.

Don Hyde with "This Is Cleveland" is one example of a WGAR program available for sponsorship. "This Is Cleveland" features Clevelanders in the news and life in the city from an unusual angle. It includes such on-the-spot tape-recorded events as a jury-fix and the confessions of a dope addict.

RADIO... America's Greatest Advertising Medium... WGAR... CBS... 50,000 watts... Represented Nationally by Edward Petry & Company

does P&G

Well, not intentionally. But BROADCASTING-*Telecasting will* tell anyone who wants to know exactly how hundreds of national spot and network advertisers used radio and television in 1949. You'll find it all in the APRIL 17th ISSUE . . . which incidentally is the same issue covering the NAB convention.

from A to Z

Here you'll find the stuff that planning board sessions and leading time buyers consult all through the year . . . BROADCASTING's copyrighted product analysis of 29 basic groups, from automotive to cigarettes to toiletries. On April 17th we'll tell . . .

* national spot expenditures in 1949 by 29 product groups
* network gross expenditures in 1949 by product groups
* who spent the most advertising dollars and where in 1949
* how competing products split their advertising budgets between radio and television

* active spot accounts in 1949
* individual product analysis showing leading network and spot advertisers

plus - - - *advertisers analysis,* the forecast by key people of business prospects for broadcast advertising during 1950.

Yes, sir, right here between the covers of BROADCASTING you'll find this wealth of information. It's a *really* complete analysis of network and spot advertising by every major classification of industry, company and product divided according to radio and television.

tell LEVER?

WHAT EVERY TIME BUYER, EVERY RADIO DIRECTOR WILL WANT

. . . this treasure house of data with year 'round worth . . . an exclusive source for fundamental facts on broadcast advertising.

WHAT EVERY STATION SHOULD DO (now)

In a word, advertise.

And we mean in the April 17th NAB Convention issue of BROADCASTING. Think what extra attention such an information-packed issue will command . . . what extra circulation you'll get. Over 17,500 total circulation.

This is no one-shot venture, but something invaluable—where the very people (advertisers and their agencies) you want to reach can see your station's story for the rest of 1950.

WILL THEY SEE YOU REPRESENTED THERE?

DEADLINE IS APRIL 7th.

. . . so don't be an April 18th mourner who wishes he'd done what you can still do. Get in BROADCASTING's April 17th NAB issue for sure, right now. Regular rates prevail. On a one-time basis that's - - -

Page	$350
Half Page	$200
Quarter page	$120
Eighth page	$70
Sixteenth page	$45

Write or wire (collect) your reservation to BROADCASTING, National Press Building, Washington 4, D. C.

BROADCASTING - - - more than ever "the" magazine preferred by the buyers of radio and TV time.

XUM

the *Long Island* story

LATEST CONLAN RADIO REPORT
— SHARE OF AUDIENCE —

	Morning Periods	Afternoon Periods
"A" Network— 50 Kw.	27.6	26.5
WHLI	**26.7**	**25.9**
"B" Network— 50 Kw.	10.2	8.1
"C" Network— 50 Kw.	14.3	14.3
"D" Network— 50 Kw.	10.8	13.1
"E" Independent— 50 Kw.	2.0	2.2
"F" Independent— 10 Kw.	2.3	1.5
All Others—FM-TV	6.1	8.4

Survey Periods: Monday thru Sunday—8:00 A.M. to 5:30 P.M.—February 1950, Hempstead, Long Island, New York.

• AND IN HEMPSTEAD 63% B M B •

"THE VOICE OF LONG ISLAND"

WHLI 1100 on your dial
WHLI-FM 98.3 MC
HEMPSTEAD, LONG ISLAND, N.Y.
ELIAS I. GODOFSKY, *President*

. . . *In the Public Interest*

KCOM Storm Service

REGULAR commercial schedule was dropped by KCOM Sioux City, Iowa, from 2:30 p.m. to midnight when the March 7 blizzard swirled through the Midwest. During that time period, the station accepted 1,500 telephone calls from people stranded on farms and in cities within a 60 mile radius of Sioux City. Requests included aid for a youngster stricken with polio, information for a separated family, night quarters for two homeless horses and messages of whereabouts for scores of isolated family members.

* * *

Clearing Service

WHEN an ice storm recently hit Michigan, Indiana, and Ohio and left rural communities without communication or electric power for periods up to 36 hours, WTVB Coldwater, Mich. served as a clearing house for messages and special announcements. Though crippled itself by repeated power failures, WTBV remained on the air until normal communication was re-established. WELL-AM-FM Battle Creek serviced WTVB with AP reports, placing copy on Coldwater-bound buses until service was restored. AP's Detroit bureau also helped, anticipating WTVB's news needs.

* * *

WNAX Feeds News

SOUTH DAKOTA stations and newspapers, isolated by a severe spring blizzard that tore down service wires, drew valuable news assistance fortnight ago from WNAX Yankton-Sioux City. Reports were fed on regular WNAX newscasts at the request of Hal Anderson, chief of AP's state bureau in Sioux Falls. Station newsmen cued their broadcasts with these remarks: "Attention, *American News*, Aberdeen: *Daily Plainsman*, Huron, and all newspapers and radio stations cut off from news sources by the storm emergency. WNAX grants permission to copy or record this material for news purposes. WNAX is happy to cooperate with other agencies in the dissemination of the news. Please copy."

* * *

WJMC Aids Indians

UNUSUALLY heavy snows in Northern Wisconsin laid the groundwork last month for some spirited action by WJMC Rice Lake, Wis. When word reached the station that some snow-bound Chippewa Indians were sick and starving, Manager Greg Rouleau and Harry Wills, WJMC program director, took a tape recorder to the reservation and interviewed Father Paulinus, a Franciscan friar stationed there. On their return they set up food depots and aired the Paulinus interview, adding their own plea for aid. Within four days, during which WJMC broadcast an "honor roll" of donors, the supplies were on their way to the post.

* * *

Kent Trains Moving

IN NORTH Dakota, where a similar spring blizzard played havoc with all communications — telephone service, teletype, etc.— KFYR Bismarck used its auxiliary power system for two days while other stations remained off the air for lack of power. For second time in 20 years, station reports, KFYR furnished its facilities to the Northern Pacific Railway (for dispatching). Both KFYR and KSJB Jamestown, with dispatchers in their studios, monitored each other's signals and had passenger and freight trains moving on schedule—after notifying FCC of the emergency.

Airs Distress Messages

KVOX Moorhead, Minn., reports it played a leading public service role March 7 and 8 when a sudden winter blizzard struck the Moorhead and Fargo, N. D., area. KVOX reports that two stations in Fargo were silenced when power lines were toppled by strong winds. With many persons marooned in Fargo and Moorhead because of the storm, KVOX broadcast hundreds of distress messages informing listeners that their relatives and friends were safe. KVOX's news and special events staff also worked overtime gathering news of the storm's progress when the station was deprived of teletype news service.

Open Mike

(Continued from page 14)

phone in if they wished to express an opinion. Needless to say the CKNW switchboard was like a tower of jewels for the 15 minutes of broadcast time—and for a full hour after, most mornings! . . .

Sheila Hassell
Publicity Director
CKNW New Westminster, B. C.

[Editor's Note: Here's Mr. Hix's cartoon again:]

"It's this sort of thing that makes it hard to do a Man-on-the-Street broadcast."

"LET'S BUY THE ROLLER-COASTEY, ELMIREY!"

Up here in the Red River Valley, every day is like a circus. . . Yessir, we all make big money—$1750 more per family than the national average—and we're able to buy doggone nearly anything we want!

WDAY, Fargo, keeps our wealthy hayseeds right up-to-date on brand names of all kinds.

Here are the Dec. '49-Jan. '50 Hooper comparisons:

	Weekday Share of Audience		
	Morning	Afternoon	Evening
WDAY	**63.9%**	**69.1%**	**66.7%**
Station "B"	20.6%	11.7%	13.3%
Station "C"	6.3%	11.6%	9.6%
Station "D"	4.9%	1.7%	7.7%
Station "E"	4.8%	6.1%	

Get all the facts about this remarkable station, *today!* Write to us or ask Free & Peters!

WDAY

FARGO, N. D.

NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC.
Exclusive National Representatives

IT'S EASY, IF YOU KNOW HOW!

YOU don't have to jump to any hazardous conclusions to determine what station is really outstanding in the Shreveport area. KWKH's superior experience and programming Know-How produce *statistical proof of leadership!*

KWKH's Clear-Channel, CBS signal comes in strong and clear in hundreds of booming Mid-South counties. . . . New BMB and mail-pull figures prove that KWKH is an outstanding favorite throughout these *rural* areas!

Shreveport Hooperatings (Dec. '49-Jan. '50) tell the same story of KWKH's *urban* superiority:

KWKH got a 70.9% greater Share of Audience than Second Ranking Station, for Total Rated Periods!

KWKH was first, weekday mornings, by an overwhelming 118.9%!

Let us send you all the facts—*today!*

KWKH

SHREVEPORT **Texas LOUISIANA Arkansas Mississippi**

50,000 Watts • CBS •

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING
TELECASTING

Vol. 38, No. 12 WASHINGTON, D. C., MARCH 20, 1950 $7.00 A YEAR—25c A COPY

BMB'S SUCCESSOR *Broadcast Audience Measurement Inc. Formed*

(Also see story page 30)

FORMATION of Broadcast Audience Measurement Inc., an industry-wide successor to the soon-to-be-dissolved Broadcast Measurement Bureau, was begun in New York last week.

The new corporation, first proposed at the NAB board meeting a month ago in Arizona [BROADCASTING, Feb. 13], would acquire the assets and liabilities of BMB and perhaps eventually set in motion and conduct further audience measurement.

The decision to attempt the organization of the new corporation was made at a meeting of committees from NAB, the American Assn. of Advertising Agencies and the Assn. of National Advertisers.

A statement released after the meeting said incorporators of the new research organization would be chosen "from among those agencies, advertisers and broadcasters who have already indicated their desire to be associated with the inauguration of the new corporation."

It was learned that Don Petty, NAB general counsel, was preparing incorporation papers and hoped to acquire the signatures of 15 incorporators.

Present Proposal

At this stage of the plan, it is proposed that nine broadcasters and six agency and advertisers' representatives become incorporators. The numerical representation on the board of directors of BAM would be also distributed in the same ratio.

The identities of those proposed as incorporators were not known.

Earlier it had been reported that among broadcasters who had volunteered to act in that capacity were J. Harold Ryan, Fort Industry Co., BMB chairman and former NAB president; Roger Clipp, WFIL Philadelphia; Robert T. Mason, WMRN Marion, Ohio; Frank King, WMBR Jacksonville, Fla., and Clair R. McCollough, Steinman stations.

The AAAA will not participate officially in the incorporation of BAM, it was learned. Agency representatives who sign as incorporators will do so independent of the association. A similar position will be taken by the ANA, it was believed.

The action of the three committees last week was described as preliminary. The intention was to start the formation of the new corporation, leaving details of its structure and functions for later discussion.

According to the present plans, Broadcast Audience Measurement Inc. would be financed by stock issue. Broadcasters would pay the bill, with agencies and advertisers refraining from financial participation.

It was reported that the committees hoped that Mr. Petty would complete the job of incorporation within two weeks—in advance of the NAB convention where the proposal would certainly be a subject of discussion.

NAB board approval of the launching of a successor organization to BMB, which will expire June 30, the end of its fiscal year, unless its life is unexpectedly prolonged by the NAB board, was given at the Chandler, Ariz., meeting a month ago.

The plan approved by the NAB board envisioned a research corporation of $1 million authorized capital, financed by an issue of $10 per common stock.

As outlined by the decision of the NAB, ANA and AAAA committees last week, the organization would seek the approval of the BMB board of directors to take over assets of BMB upon the latter's dissolution. These assets would consist principally of BMB Study No. 2 reports on stations.

Station Reports Released

The station reports have already been released to the more than 600 BMB subscribers, and complete sets of reports have gone to about 350 agencies and advertiser members of the ANA radio and television group.

BMB is now busy servicing requests for additional information, and this service job would be another BMB function inherited by the proposed BAM.

It was emphasized that BAM, if organized to succeed BMB, would take over not only the assets but also whatever liabilities existed. Outstanding among the latter is $75,000 owed to NAB which advanced that sum to assist the production of Study No. 2.

It is regarded as probable that the debt can be repaid to NAB, assuming station subscribers pay outstanding obligations by the end of June.

The nature of future research projects to be undertaken by the newly proposed corporation was, of course, undecided. Agency and advertiser representatives attending last week's meeting were understood to have vigorously urged the continuation of industry-wide research, but the kind of measure-

(Continued on page 50)

COX, HOWELL MERGE *Affects Atlanta AM-TV*

ATLANTA'S TWO newspapers—the *Journal* (WSB-AM-FM-TV) and the *Constitution* (WCON-AM-FM and TV under construction)—have been merged, it was learned authoritatively by BROADCASTING last Friday.

The consolidation is destined to have an important bearing on the Atlanta radio-TV situation, since under the Federal duopoly regulations, the radio properties cannot be owned or operated jointly.

While no formal announcement was forthcoming, BROADCASTING learned the Journal Co., headed by former Gov. James M. Cox, acquires control of the combined operations, with Maj. Clark Howell, publisher of the *Constitution*, as the substantial minority stockholder. A new company will be formed, which becomes the licensee of the *Journal* radio properties.

Thus WCON, ABC outlet on 550 kc. with 5,000 w, would be sold to a third party or discontinued. The *Constitution* also has under construction WCON-TV, assigned to Channel 2. A problem would be involved in any effort to transfer or sell this construction permit, since the FCC regards construction permit transfers in the video field as constituting "trafficking."

Because of the unique aspects, however, it was thought likely the FCC would be asked for time in which to permit the *Constitution* to dispose of the radio-TV properties on the ground that the newspaper has diligently pursued construction of the TV station, slated to begin operation this summer.

The WCON radio properties are believed to entail an investment of close to $1,000,000.

While details were lacking, it is understood that no financial consideration is involved in the fusion of the newspapers. The merger presumably was effected through the exchange of stock, with Gov. Cox' organization acquiring control. The Journal Co. owns the 50,000-w clear channel WSB, which is NBC-affiliated, and WSB-TV, which began operation last year, as well as the Class B FM outlet. Only other TV station in Atlanta is Fort Industry Co.'s WAGA-TV, on Channel 5.

Maj. Howell last Thursday notified Mark Woods, vice chairman of ABC, that the newspaper merger had been agreed upon. It was presumed that ABC would continue with WCON if the properties are sold to acceptable operators.

If WCON is discontinued, it is presumed ABC would move either to WGST, operating on 920 kc. with 5,000 w. day and 1,000 w. night, or to WATL, using 5,000 w. on 1300 kc. WGST is now the Mutual affiliate.

WCON began in 1947, and is managed by David Carpenter.

The station is now on program tests, and under an FCC hearing order issued last week because of an application to modify its antenna array from six to four towers. It is understood the radio properties barely broke even in 1949.

WSB, one of the nation's pioneer stations, began operation in 1922. The property was acquired by Gov. Cox and his son, James Jr., ten years ago in a transaction that included the Journal Co., and WAGA, which was subsequently sold to Fort Industry Co. J. Leonard Reinsch is managing director of the Cox stations (WSB, WIOD Miami and WHIO Dayton). WSB and its associated stations are managed by John W. Outler Jr.

RADIO'S NEEDS

Outlined By McLaughlin

RADIO NEEDS new, fresh programming, a cost structure in balance with that of television in major markets and creative personnel with "the kind of thinking that brought radio to its peak between 1930 and 1940," Advertising and Sales Promotion Manager John B. McLaughlin of Kraft Foods, Chicago, asserted Wednesday. He spoke to members of the Chicago Radio Management Club.

Mr. McLaughlin

Speaking from the advertiser's viewpoint, Mr. McLaughlin rapped time charges in metropolitan areas. "Radio can no longer offer the same potential audience in major markets that it could a few years back, so it seems that your product (radio) can no longer demand and get a premium price. When are you going to recognize the situation and make cost adjustments? Unless something is done quickly, advertisers like Kraft who are in both radio and TV are going to be fewer and farther between.

"Our problem is that to cover our markets properly we must have both AM and TV. Perhaps this will mean increased buying of regional sections of networks, or a combined TV-AM network package, or a simple rate adjustment to compensate for radio losses in TV markets."

For 25 years radio did an effective talking-of-ideas job for advertisers at the lowest cost, Mr. McLaughlin said. TV, however, has chopped out large segments of AM audiences. There is a place for both media and always will be, he said, but there must be "a realignment of thinking, some changes in concept and a determination of just where each will fit into an advertiser's picture and help him solve his marketing problem.

'Must Sell Use'

"Today the art of advertising, more than ever before, is that of fitting ourselves into people's lives on their terms and in their interests we must sell more than just the product, we must sell uses of that product. Advertisers must study the vehicles we employ to carry our sales messages and also aim to improve the selling effectiveness of those messages."

Video's fast growth is "frightening, and is offering a real threat to the present structure of radio. It is rapidly getting to the point where an advertiser cannot afford not to be in TV in major markets," the Kraft executive said. He predicted that TV will capture 50% of the nighttime radio audience in major markets by the end of the year.

Talking about the importance of radio in people's daily lives, he said that radio has been on the downward path since 1940 because there has been nothing really new. Listeners have "almost started to develop an immunity to certain kinds of programs and commercials, and the McCarthys, Bennys and Hopes have lost about a third of the audience they commanded," he said. "One by one we see the expensive shows being dropped because they aren't paying off. Radio frantically adds more giveaways, quizzes and mysteries, which are not the answer." The Arthur Godfrey type of freshness and newness is reviving jaded appetites, he said.

Today's Costs Out of Sight

"Twenty years ago it was the advertisers who could afford to experiment in an endeavor to find new stars that would be winners, but today the cost is out of sight. Now, it must be the networks which do the experimenting, but they are not doing it. Certainly simply changing a big nighttime show into a daytime show is not going to be the answer, nor is network raiding the answer."

ATLANTIC PLANS

Baseball Coverage Expanded

THIS year will be the greatest of Atlantic's 15 consecutive years of baseball broadcast sponsorship, Richard Borden, advertising manager, Atlantic Refining Co., announced last week.

He said all home and away games of the Philadelphia Athletics and Phillies would be covered. The broadcasts will be handled by WIBG and WPEN, the former covering the Athletics' schedule and the latter the games of the Phillies [BROADCASTING, Feb. 27, 20]. WPEN has announced alternating sponsorship of its games by Atlantic, Supplee-Sealtest and Ballantine Ale & Beer. TV coverage also is being arranged for both the Athletics and the Phillies.

Other Atlantic Plans

As part of its expansion program, Atlantic has contracted for broadcasts of New York Yankees home and away games over a 12 station network, nine in New York state, and one each in Scranton, Pa., New Britain, Conn., and Springfield, Mass. Day and night home games of the Boston Red Sox and Braves, of the Pittsburgh Pirates and of the Baltimore Orioles in the International League are included in the sponsorship, Atlantic said. Each Saturday afternoon during the season, the company will broadcast a reconstruction of the "game of the week" in the major leagues over WRNL Richmond, WBTM Danville and WSLS Roanoke, all in Virginia.

A regional network will carry Philadelphia games to Eastern Pennsylvania, Mr. Borden added. If no game is played at Shibe Park, Atlantic said, the network will air the Philadelphia team's contest being played that day or night away from home. Atlantic agency is N. W. Ayer & Son, Philadelphia.

Rafael to RFE

WILLIAM RAFAEL, with the script and production department of ABC, resigned last week to become program manager of Radio Free Europe, the voice of the National Committee for Free Europe which will soon begin channelling recorded shows to Europe in six languages.

Drawn for BROADCASTING by Sid Hix

" . . . so in parting, 'Your Tax Collector' personally hopes that you did remember March 15!"

PAT STANTON (l), writer, producer and broadcaster of *A Ramble in Erin*, new feature on WOV New York, is greeted—one Irishman to another—by Richard E. O'Dea, president of WOV, on the occasion of Mr. Stanton's bringing his well-known show to the New York station.

BEN STROUSE

Is NAB FM Director-at-Large

BEN STROUSE, WWDC-AM-FM Washington, was elected to the NAB board as an FM director-at-large last week in a run-off election following a tie with Craig Lawrence, WCOP-AM-FM Boston. The two were deadlocked last month in the mail balloting for 17 board posts [BROADCASTING, March 6].

The return on this initial ballot had brought 12 new faces to the reorganized board, leaving only the FM post undecided.

Strouse's Plurality

With over 70% of FM stations casting ballots in the run-off voting, Mr. Strouse is understood to have had a plurality of about 30 votes. Run-off ballots had been mailed to FM members March 3.

Mr. Strouse has been active in NAB committee affairs and was a director of FM Assn. before its merger with NAB. He will serve a one-year term. Frank U. Fletcher, WARL-AM-FM Arlington, Va., was re-elected to the board as an FM director-at-large for a two-year term, having the most votes in the February balloting.

NAB Secretary-Treasurer C. E. Arney Jr. last week mailed a ballot to members covering a proposed by-laws amendment which would allow contracts with staff personnel for more than a year. The amendment would give President Justin Miller power, with board approval, to enter into employment contracts for periods in excess of a year.

March 31 Deadline

The amendment is designed to stabilize the NAB structure, Mr. Arney explained. Ballots must be returned by March 31.

At its February meeting in Arizona the board approved the proposal to take a referendum on the matter. The board tabled until its June meeting a proposal to set up a retirement plan for NAB employes.

U.S.-CUBAN TREATY HITS SNAG

Cuba Revolt Dims Hope

HOPES for a U. S.-Cuban NARBA treaty, which had been accepted as an accomplished fact a few days earlier, was reported virtually doomed late last week by a last-minute Cuban revolt.

Instead of the agreement they had anticipated—and which they had reached "in principle" [BROADCASTING, March 6, 13]—negotiators for the two countries seemed more likely to terminate discussions with an agreement to disagree now and hope for fruitful negotiations later.

A resurgence of the "radical" element of the Cuban broadcasting industry was blamed by U. S. observers for the reversal of the past few weeks' trend toward an amicable settlement of U. S.-Cuban allocations differences.

The minority in the 5-2 Cuban industry vote for tentative acceptance of the U. S. allocations proposal was reported to have swung Cuban radio officials into insistence upon much more far-reaching channel rights.

Ether War Seen

Thus the chances of a U. S.-Cuban ether war, which seemingly had been averted, loomed again even though it was accepted that the U. S. delegates and at least some of the Cuban representatives would push for retention of the *status quo* pending new negotiations.

Further discussions, if they prove necessary, presumably would come with resumption of the overall NARBA conference. This is slated between April 1 and Aug. 1, but authorities felt last week a later date might be necessary to accommodate Mexico, which U. S. and other representatives are hopeful of bringing into the conference despite her failure to participate in the Montreal NARBA sessions last fall.

U. S. hopes of reaching a bilateral agreement with Mexico in the meantime—an agreement comparable to the U. S.-Cuban treaty which had seemed certain—would be seriously threatened by failure of the Havana discussions, U. S. observers agreed.

It had been hoped that such a conference could be launched within a few weeks [BROADCASTING, March 13]. Any bilateral agreement thus reached with Mexico, authorities felt, could stand as a treaty between the two nations even if overall NARBA negotiations should fail.

Similarly it had been planned that the seemingly assured agreement with Cuba would govern U. S.-Cuban channel relationships either as a part of the ultimate NARBA or as a separate bilateral treaty if no new NARBA evolves.

Officially, last week's developments at the U. S.-Cuban negotiations in Havana were negative. The Cuban delegation had been slated to report Monday on terms worked out on the basis of tentative Cuban acceptance of U. S. proposals. All indications pointed to approval of the plan.

Instead, the Cuban group made no report on the expected date and had offered none late in the week. One was expected shortly—perhaps Friday or over the weekend—but observers had been led to expect that it would be adverse.

Some authorities said the Cuban representatives now were seeking "future attachments" on U.S. channels—that is, that they wanted the right to renegotiate for further rights on U.S. channels in event the Mexicans, for instance, fail to approve some of the Cuban operations envisioned in the agreement with the U.S.

One operation to which Mexico almost certainly would take exception, these authorities felt, involves a proposed 5 kw Havana station on 730 kc, a Mexican 1-A clear channel.

There was also a fear that the Cubans would come back with demands for rights exceeding those they advanced earlier in the Havana sessions or those made at the Montreal meetings.

The Montreal demands, which the U.S. refused to accept, led to the current recess of the overall conference so that efforts could be made to compromise the bilateral differences. [BROADCASTING, Dec. 5, 12, 1949].

Cuba's reversal of its attitude toward the "agreement" apparently began to develop while FCC Comr. Rosel H. Hyde, chairman of the U.S. delegation, was in Washington two weeks ago for hurried conferences with FCC, State Dept., and Capitol Hill authorities.

He had been summoned home for discussion of details of the tentative agreement. The first indication of a Cuban balk came after his return to Havana.

Advisors Return

Reports that the situation had suddenly worsened sent several U.S. industry advisors hurrying back to Havana last week. These included Raymond Guy of NBC, Edmund A. Chester of CBS, and Louis G. Caldwell of the Clear Channel Broadcasting Service.

No further attempt at renegotiation now was expected in event the Cubans make far-reaching new demands. Comr. Hyde was expected to return to Washington this week regardless of the outcome.

Earlier, reports of an imminent agreement had aroused U.S. industry protests against failure to notify the stations which would be affected by the proposed terms. NAB had recalled its representative, Engineering Director Neal McNaughten. The alarm seemingly subsided, however, with Comr. Hyde's assurances that any agreement would be subject to Senate ratification and therefore open to public scrutiny before becoming effective.

In the meantime, supplementing its detailed analysis of Havana progress [BROADCASTING, March 13], NAB last week issued the text of the U.S.-Cuban agreement which had been proposed, along with revisions in its proposed terms respecting protection to and from U.S. stations.

The agreement text as reported by NAB traced the history of NARBA, which expired last March 29, and of the current negotiations. It specifically provided that "nothing in this agreement shall be construed as an attempt by either Cuba or the U.S. to foreclose or prejudice any negotiations that may be necessary between Cuba or the U.S. and any . . . other country as the result of any objection such other country may have to such provision."

The terms which had been tentatively agreed upon included provision for special Cuban use of three U.S. 1-A clear channels and relinquishment of rights which it formerly held on a fourth; rights for Cuban use of more than 5 kw

(Continued on page 87)

LICENSE FEE BILL

Would Set Treasury Study

FURTHER stimulus to legislators' efforts to assess license fees on commercial stations [BROADCASTING, March 13] was added last week in developments which included:

● Rep. Cecil R. King (D-Calif.), member of the House Ways and Means Committee, introduced a bill (HR 7711) which would direct the Treasury Secretary to study ways of collecting fees and charges by government agencies as a revenue-raising measure.

● Sen. John L. McClellan (D-Ark.) indicated the FCC would be receptive to levying certain fees for certain of its special services which at the present time are "a burden of the taxpayers at large."

● Colin F. Stam, chief of staff of the Joint Committee on Internal Revenue, Taxation, was expected to launch into the license fee proposals by the House Democratic leadership when the present tax revision problem is cleared.

The King measure would call for a report by the Treasury to Congress on ways and means of placing fees and charges on services which are rendered by agencies of the government. Agencies of the government, the bill points out, means "executive departments, commissions, boards, Government corporations, and other establishments in the executive branch of the Government."

Details on how the licensing move started in Congress were disclosed to BROADCASTING in the meantime. A close associate of Rep. King said a California newspaper publisher had approached the Congressman with the suggestion that the House Ways and Means Committee look into the matter of charging fees for agencies' services which fall outside the scope of public benefit. The idea then was transmitted to members of the House committee. Sen. McClellan, it was said, also had been informed of the proposal and he proceeded with his committee investigation.

FCC Activity

Sen. McClellan last Wednesday said the FCC has been "particularly active" in studying the question of charging fees for special services. He released an FCC report received by the committee, which, he said, shows "the types of services in which the committee is interested and appears to point up the practicability of shifting to the recipients and beneficiaries a greater portion of the actual cost incurred by the Government in rendering special services which at the present time are a burden of the taxpayers at large."

In its report to the committee, the FCC indicated it would be inclined to go along with the Congressional group on assessing fees on station licensing. The FCC said:

"Applications for construction permits are required in the case of all new broadcast stations and other stations with the exception of amateur, ship, aircraft, and railroad mobile stations. These construction permit applications constitute the Commission's most important workload.

"In the case of broadcast stations, many of them—and the number is constantly increasing—must go to a formal hearing, since the granting of one application very often means that one or more other applications must be denied. (The Communications Act requires that applicants be afforded the opportunity of a hearing if the Commission is unable to find, from the application, that it should be granted.) A filing fee could be required to accompany each such application."

The FCC emphasized that "the processing of applications for new

(Continued on page 52)

NAB CONVENTION

Plans Take Shape

PROGRAM plans for the NAB convention week event to be held April 12-19 at the Stevens Hotel, Chicago, began to assume final form last week.

Basic events for the second annual Independent's Day, conducted for unaffiliated stations, were scheduled by Ted Cott, WNEW New York, who is serving as program consultant at the request of the NAB Unaffiliated Stations Committee, and Lee W. Jacobs, KBKR Baker, Ore., committee chairman.

Unlike the Management Conference opening at noon April 17, Independent's Day will be conducted at the workshop level and stress basic sales and business problems. Theme of the management sessions is "The American Broadcaster's Responsibility in the World Today."

The Monday morning FM agenda is making progress. Detailed plans for this 2½-hour session, immediately preceding the formal management opening, were discussed last week by the FM Committee at a meeting in Washington (see FM story page 30).

Babcock to Speak

It was learned last week that H. E. Babcock, widely known farmer, businessman, educator and author, will address the Management Conference the afternoon of April 18 on "The American Broadcaster's Responsibility in Agriculture." Mr. Babcock is a director of Avco Mfg. Corp. and other corporations. He is a former chairman of the Cornell U. board of trustees.

Mr. Babcock pioneered many modern farm techniques on his farm near Ithaca. He has talked and written extensively on his concept of a food and farm program based on a strong animal agriculture, soil building and better diet for the country as a whole. Last December he was awarded the Distinguished Service Award by the American Agricultural Editors Assn.

Other Management Conference speakers include FCC Chairman Wayne Coy; Paul G. Hoffman, ECA administrator; Herman W. Steinkraus, president, U. S. Chamber of Commerce; Carlos Romulo, UN General Assembly president. The complete agenda has not yet been announced.

Industry Panel Planned

Industry panel for the annual FCC-Industry Roundtable to be held April 15 in connection with the NAB Engineering Conference is about complete. Taking part for the industry will be E. K. Jett, vice president *Baltimore Sun* stations, WMAR-FM and WMAR-TV; Raymond F. Guy, manager of radio and allocations engineering, NBC; Frank Marx, ABC vice president; E. M. Johnson, MBS vice president; William B. Lodge, CBS vice president or J. W. Wright, CBS chief radio engineer. (FCC participants and engineering agenda appeared in the March 13 BROADCASTING.)

Sunday Program

The Sunday Independent's Day program, which will have no set speeches, will be opened by Mr. Baker, whose topic is "It Ain't July 4 but It's Independent's Day."

Dr. Sydney Roslow, president of The Pulse Inc., will discuss out-of-home listeners, described as radio's unexplored audience. He will submit a research report on this audience, supplemented by color slides. A panel will follow, with Hugh M. Feltis, KING Seattle, and Norman Glenn, *Sponsor*, among the participants.

Edgar Kobak, business consultant, newly elected NAB board member for small stations and former MBS president, will address the Sunday luncheon. He has been given an asignment "to tell everybody off."

In the afternoon a sports panel will be moderated by Patt McDonald, WHHM Memphis. Leonard H. Marks, of the radio law firm of Cohn & Marks, will discuss legal aspects of sports broadcasting. Ben Strouse, WWDC Washington, elected last week as an NAB board member representing FM stations (see story page 24), has been invited to discuss programming and selling sports adjacencies. The NAB legal staff is to submit a report on laws dealing with sports.

New Program Sources

Panel on development of new program sources for sales will be moderated by Arnold Hartley, vice president and program manager of WOV New York. Carl Haverlin, BMI president, will give a demonstration talk on BMI's services. Ed Gruskin, chief radio officer, ECA, will fly from Paris to bring the *Orchestras of the World* transcription series, recorded in European musical centers by ECA for the use of independents.

Spokesmen for record companies will outline their programming tools. John L. Sinn, executive vice president of Frederic W. Ziv Co., will discuss specialized program services and representatives of tape recording companies will show how to use tape in sales and programming.

Taking part in a panel on mail order business will be Cecil Hoge, partner of Huber Hoge Inc., New York, and Ralph Weil, vice president and general manager of WOV New York.

With its emphasis on the various types of commercial service available to the FM industry, the Monday morning FM session is expected to attract heavy attendance since most delegates will have no formal event on the calendar, other than the equipment exhibits.

At its Monday meeting the NAB FM Committee recognized that many AM station operators attending this convention session will be seeking facts to help them in deciding what to do with their FM service.

For this reason the committee decided to have four key speakers who will discuss four types of special FM service—FM networking; leasing of FM sets to busines firms for music service; transit, and store broadcasting. Three of these —store broadcasting, leasing and transit—reach out-of-home audience.

One speaker, probably Edward A. Wheeler, WEAW (FM) Evans-

(Continued on page 48)

AAAA, ANA SESSIONS

Convene Next Week

TOP radio advertiser and agency officials will address next week's conventions of the Assn. of National Advertisers, meeting at the Homestead, Hot Springs, Va., and the American Assn. of Advertising Agencies, meeting at the Greenbrier, White Sulphur Springs, W. Va.

Over 700 industry representatives are expected to attend the sessions, which will be held almost concurrently. The ANA convention gets underway Wednesday, March 29, the AAAA March 30. Members of both associations will combine for a joint meeting Friday evening following conclusion of the ANA meet. Sessions will wind up following day.

Television's relation to radio and other media will be explored by ANA at the Wenesday meeting, with Niles Trammell, chairman of the board, NBC; Frank Stanton, CBS president; A. C. Nielsen, president, A. C. Nielsen Co., and other leading executives.

ANA Theme

Theme of the ANA meet is how advertising can produce more sales, and the problems it faces today on a number of levels.

Meanwhile, more than 500 agency, media and advertisers are expected to attend the AAAA's 32d annual convention, including 210 from AAAA member companies.

Opening day sessions Thursday will be limited to member agency personnel. With sessions to be opened to some 125 media guests and others the following day.

Thursday evening Walter Craig, Benton & Bowles, chairman of the AAAA radio-television production committee, will preside over a presentation of TV film commercials. A discussion of TV problems from the viewpoint of agency management will follow.

Keynote address this year will be delivered by Commerce Secretary Charles Sawyer at the annual dinner Friday evening. He is expected to talk on "Advertising's Responsibility in an Expanding Economy." Secretary Sawyer will be introduced by Stuart Peabody, Borden Co., secretary of the new advertising advisory committee.

Clarence B. Goshorn of Benton & Bowles, New York, chairman of the AAAA board of directors, will preside at the first open session Friday morning, with Louis N. Brockway, Young & Rubicam, introducing a symposium on advertising personnel.

Ben Duffy, BBDO, New York, chairman of the AAAA media relations committee, is slated to discuss a new project proposed by his group, while advertising ethics

(Continued on page 48)

COUNTING up the measure of success in the WDSU New Orleans origination of ABC's *Old Gold Original Amateur Hour* recently are (l to r): Nick Keesley, vice president in charge of radio, Lennen & Mitchell; Robert D. Swezey, WDSU general manager; Ted Mack, show's m. c., and Lloyd Marx, *Amateur Hour's* director.

FCC REORGANIZATION

Hill Opposition Seen to Truman Bill

A REORGANIZATION PLAN concentrating FCC's executive and administrative functions in the Commission Chairman was sent to Congress by President Truman last week.

The breadth and seeming exclusivity of the powers which the Chairman would have as contrasted with those of his colleagues aroused concern among observers and seemed to destine the plan for close scrutiny if not outright opposition on Capitol Hill.

The President's proposal, one of 21 affecting government agencies, came on the heels of Commission initiation of its own wide-scale reorganization of the FCC staff along functional lines [BROADCASTING, March 13].

Within the framework of the general policies, decisions and determinations made by the full Commission, the Chairman under the President's plan would have charge of administrative and executive functions including "(1) the appointment and supervision of personnel employed under the Commission, (2) the distribution of business among such personnel and among administrative units of the Commission, and (3) the use and expenditure of funds."

Control to Chairman

Thus, observers pointed out, the Chairman would have substantial control over the Commission's purse strings, the selection of its personnel, and the assignment of its work.

The fact that the Chairman's actions in these respects would be subject to general policies of the Commission, and that his appointments of heads of "major administrative units" would be subject to full Commission approval, these observers felt, would not materially limit his authority or substantially enhance the controls of his colleagues.

Since the Chairman is always an Administration appointee, it was pointed out, he could generally count upon his colleagues—or at least a majority—to rubber-stamp his proposals.

Congressional authorities for the most part reserved judgment pending further study of the proposal, but indicated they may have serious questions to ask.

Under the Reorganization Act of 1949, the proposals with respect to each agency will be come effective in 60 days unless disapproved by one or both Houses of Congress.

Chairman Ed C. Johnson (D-Col.) of the Senate Interstate and Foreign Commerce Committee, to which the FCC and four similar agency reorganization plans were referred, said the proposals represent "an extremely important regulatory step," involving "a matter of principle."

He pointed out that the plan would in effect place the Chairman directly under the Executive Branch of Government, whereas he and other Congressional leaders regard such agencies as arms of Congress.

Sen. Johnson did not, however, attempt to pass judgment on the proposal but said it and those affecting other agencies would be considered by his committee in a meeting Wednesday (March 22).

Rep. Robert Crosser (D-Ohio), chairman of the House Interstate and Foreign Commerce Committee, took much the same position, saying he too wanted to study the proposals more fully. He observed that he welcomed efficiency in regulatory bodies so long as the efficiency does not go too far, but speculated on the dangers of giving men "too much power" and making "Frankensteins" of them.

More critical observers felt the President's proposal could in effect transform the agencies into "one-man commissions," would reduce their standing as "judicial" agencies, and would violate the principle of "independent" regulatory bodies.

In submitting his proposals President Truman said they stemmed from the work of the Hoover Commission on Organization of the Executive Branch and should result in ultimate economies. With respect to the regulatory agencies, he said, the objective is "to establish clear and direct lines of authority and responsibility for the management of the Executive Branch." He said:

The heads of departments and the chairmen of the regulatory bodies will be made clearly responsible for the effectiveness and economy of Governmental administration and will be given corresponding authority, so that the public, the Congress, and the President may hold them accountable for results in terms both of accomplishments and of cost.

. . . In regard to the regulatory agencies, the plans distinguish between two groups of functions necessary to the conduct of these agen-

(Continued on page 50)

Mr. COTTONE
FCC General Counsel

Mr. PLUMMER
FCC Chief Engineer

Mr. NORFLEET
FCC Chief Accountant

OTHER top flight FCC appointments included (l to r) Harold J. Cohen, assistant general counsel in charge of common carrier division, to be head of the new Common Carrier Bureau; John A. Willoughby, acting chief engineer, to be assistant chief engineer; William K. Holl, acting executive officer, to be executive officer in charge of the Office of Administration; Examiner J. Fred Johnson Jr., to be chief hearing examiner in charge of the Hearing Division.

NIELSEN PLANS

'Tooled Up' for Added Service

A. C. NIELSEN Co. is "tooled up" for bigger things than meet the eye following its recent deal with C. E. Hooper Inc. [BROADCASTING, March 6].

Last week President Arthur Nielsen told BROADCASTING that:

1. An "electronic digital computer" is being custom-built so that NRI reports can be produced with "ever increasing speed."

2. A stockpile of Nielsen Audimeters is ready for any contingency, including installations for local audience ratings—both AM and TV.

Apparently well prepared for his acquisition late last month of Hooper's National and Pacific Radio, and National TV Network services, Mr. Nielsen said his company is well-staffed with client service men so that the handling of former Hooper accounts as well as new NRI clients will be "no great burden."

He explained that these positions, equivalent to an account executive in an agency, usually are filled from a reservoir of field men and statisticians, with only a few qualifying direct from agencies and advertisers. Twenty to 30% of the cost of NRI he attributes to client servicing.

Mr. Nielsen disclosed that 200 stations from coast to coast, as well as many advertisers and agencies, soon will receive a pitch that NRI is equipped to be a "better BMB." (The stations selected account for about 67% of the nation's total home-hours of listening.)

NRI could perform most of the functions of BMB and do a "far more accurate and comprehensive job," he insisted.

The new electronic digital computer on order at the Nielsen Co. will perform 20,000 multiplications or divisions per second, accomplishing in a few minutes certain operations that now take days. In addition to speeding the delivery of reports, the new mailable audimeters are able to record on a

(Continued on page 50)

RICHARDS HEARING

Roberts Subpenaed for More Material

FLATLY accusing FCC's star witness of withholding important papers, counsel for G. A. (Dick) Richards in the FCC hearing on his news policies late last week demanded and received a subpena to compel delivery of the material.

The subpena was issued near the end of the first week of the hearing on charges that Mr. Richards, principal owner of KMPC Los Angeles, WJR Detroit and WGAR Cleveland, had ordered KMPC staff members to "slant" news reports. The hearing opened in Los Angeles last Monday.

Clete Roberts, former KMPC director of public affairs, whose cross-examination was started Thursday after three days of testimony for FCC, was expected to produce the demanded papers when he returns to the stand today (Monday).

The papers were described as "letters, memoranda, notes, newscast scripts and commentaries, correspondence, Gen. MacArthur biographical folder, and other material."

Under cross-examination Mr. Roberts testified that some material removed from KMPC files at the time of his discharge in February 1948 are now "under my daughter's bed." Counsel for Mr. Richards had previously asserted that "we regard the papers as having been stolen from KMPC."

Mr. Roberts conceded claims that he had "flouted" Mr. Richards' orders several times, but denied Richards counsel's charge that he had been "deceitful, disloyal and had used sly tactics behind Richards' back" in his presentation of newscasts.

He said that as long as violations of Mr. Richards' orders were done "with the knowledge of the manager of KMPC," he did not feel it was "sly or deceitful."

He was frequently admonished by defense counsel against injection of remarks that his defiance of Mr. Richards' orders was known to the station manager.

He said a station owner "has a right to an opinion on the news if he labels it as such," and that he himself had expressed personal opinions on his commentaries.

Recording Request Denied

A Richards request that the hearing be tape-recorded was denied by Examiner J. Fred Johnson Jr. at the outset of the sessions.

Hugh Fulton, Washington and New York attorney appearing as Mr. Richards' chief trial lawyer, argued the hearing involves free speech and censorship and therefore would be of wide public interest. Examiner Johnson upheld FCC Chief Counsel Fred Ford's contention that recording should not be permitted.

Meanwhile the Commission late last week had not acted upon a defense petition, filed Monday, asking for a subpena requiring FCC authorities to deliver all material the Commission has on the case.

On this Mr. Fulton stated:

Because we believe that there may have been conferences between members of the Commission or its staff and persons outside the Commission having no official connection with these proceedings, and material received from them, oral or written, and because it is probable that one or more of the Commissioners themselves have received such material, I included a request and demand that all such material be furnished me in order that I might have an opportunity, by cross-examination and otherwise, to present the true facts. . . .

Any denial of this would necessarily mean that the Commission reserves to itself the right to receive and consider unidentified material from anonymous sources which might be false and inaccurate.

Richards' Counsel Petition

Richards' counsel also petitioned FCC to set aside its order designating an examiner to conduct the hearing. The petition claimed the proceeding is an "investigation instituted upon the Commission's own motion" and therefore the hearing should be held before the full Commission.

Opening week's developments indicated the hearing may consume four to six weeks. It involves the renewal applications of Mr. Richards' stations and also his proposal to transfer control to a voting trusteeship consisting of Dr. John A. Hannah, president of Michigan State College; L. P. Fisher, vice president of Fisher & Co. and a director of General Motors, and Harry J. Klingler, vice president of General Motors and general manager of its Pontiac Division.

Outlining FCC's charges, Mr. Ford said "these proceedings will tend to prove that, beginning about 1940, Mr. Richards gave instructions to his employes regarding the content of news broadcasts and the manner in which they were to be presented.

'Suggested Voice Inflections'

"These instructions increased in detail, particularly at KMPC, to the point where he ordered news distorted to substantiate his personal dislikes and even suggested voice inflections."

Mr. Ford claimed that granting the applications would be against public interest. He charged "the facilities of these powerful stations were used in the interest of Mr. Richards, not in the interest of the public."

Mr. Fulton replied with a 28-page presentation, which he insisted was the first time the defense has had to go on record in the case.

Asserting repeatedly that Mr. Richards did not falsify his stations' news broadcasts or order deceit, Mr. Fulton said the licensee faces revocation because he privately expressed thoughts contrary to the philosophy of the present political administration.

Mr. Fulton charged the current hearing "was asked for by James Roosevelt on stationery of the Democratic party." He said the charges included assertions that Mr. Richards "in recent years was in favor of the election of Republicans and opposed to election of Democrats, and was opposed to Communists and proponents of extreme left wing views." He claimed the charges arose from "disgruntled former employes of KMPC."

Calling attention to the three stations' public service records, he reminded Examiner Johnson that the FCC during the past 20 years has readily renewed Mr. Richards' licenses and granted him permits for FM operations.

"The Commisison is not authorized," he said, "To persecute any person holding divergent views from the Commission, or the political administration appointing the Commission." He noted that Mr. Richards had no trouble with the FCC during the first two terms of Franklin D. Roosevelt, during a time when he was a supporter of the New Deal.

Portraying Mr. Richards as a "Horatio Alger" type who rose from poverty to wealth, Mr. Fulton characterized him as a "rough dia-

(Continued on page 88)

LBS PLANS

Network Underway; Rate Policy Set

WITH negotiations for a New York office nearly completed and April 1 set as a tentative opening date, Liberty Broadcasting System has begun a daily five-hour program scheduled over some 160 affiliated stations.

Site for LBS' New York operation was not disclosed by Gordon McLendon, network president, who said details would be announced shortly, along with a complete list of stations and markets already signed by Liberty.

The network hopes to sign between 250 and 300 stations . . . most of them independents . . . by mid-April, and plans to program 18 hours daily in all 48 states by next year [BROADCASTING, Feb. 27]. Queries on affiliation have been coming into Liberty steadily during the past weeks, Mr. McLendon said.

Programming got underway March 11 with broadcast coverage of exhibition baseball (New York Yankees vs. St. Louis Cards), two program features, musical scoreboard and musical bingo, and other entertainment.

Current programs, aired six days a week, will be augmented by other fare, to be fed from other stations affiliated in such cities as Miami, St. Louis and from the West Coast, it was indicated. KLIF Dallas is the key originating outlet for Liberty programs. Mr. McLendon, himself, is active in the actual broadcasting phase.

Among the 160 stations, some 17 are spread throughout California, with over 20 outlets fanning the West Coast. Key markets include Portland, San Francisco, Los Angeles-Pasadena and Seattle. It is expected that independent affiliates in these cities will originate programs once the reciprocal-program operation is initiated.

Invades West Coast

Mr. McLendon acknowledged that Liberty is "attempting to gain a competitive position" on the West Coast, which Don Lee-MBS has heretofore considered its domain. He felt, however, that the competition would have a "salutary" effect on regional network competition.

Noting reports that Don Lee may drastically revise its daytime programming to meet the Liberty thrust, Mr. McLendon said even if the former offered lower rates to its stations, particularly on baseball coverage, LBS still would retain an advantage in point of dollar volume sales.

He pointed out that Liberty holds rights to 210 major league games, compared to less than 100 for Don Lee, and that rights to 48 of these contests were "exclusive." Additionally, since Liberty is stressing baseball coverage, it can maintain a more elastic schedule without having to sacrifice the latter for network shows.

In any event, Mr. McLendon said LBS "welcomes the competition" which would arise as a natural result from the Justice Dept.'s decision giving the green light, in effect, to regional network expansion. He likened the situation prior to the ruling as one akin to the television freeze which he noted has throttled competition among stations.

As to rate structure, LBS has evolved a policy whereby stations will be billed on the basis of (1) retail sales in the market in which it is located and (2) population of the city itself. Populations for any two cities being equal, the sales figure will determine the card rate, Mr. McLendon said. There is no standardized rate card for the network, he added.

'CLEAN UP PROGRAMMING' Coy Warns

A WARNING for broadcasters to clean up their programming or risk public demands for "the more drastic remedy of governmental action" was sounded by FCC Chairman Wayne Coy last Tuesday in a speech at the U. of Oklahoma's Annual Radio Conference (also see story below and TELECASTING p. 14).

"Poor taste," he said, " is not in the public interest."

Citing "poor taste and crime programs on the air," he said the Commission has "been getting an increasing amount of mail and an increasing amount of verbal comment, too, on both subjects." The complaints, he said, use such words as "degrading antics," "vulgar double entendre," and "downright indecency."

He pointed out that the law forbids "obscene, indecent or profane language" on the air but contains no prohibition against poor taste, apparently on the assumption that "licensees would exercise good judgment concerning good taste."

But, he cautioned:

"It seems to me that the question of just how bad poor taste can get before it verges over into downright 'obscenity' or 'indecency' may be settled one of these days if the present drift in that direction is not checked."

'In Hands of Public'

Chairman Coy reiterated that he did not think the Commission competent to "determine the kinds of programs that we should see and hear," and that he felt "it would be highly dangerous for seven people to have such authority.

"The real control of American radio is in the hands of the public," he said.

Warning that "clearly there must be a day of reckoning," he said:

The Commission is rightly prohibited from censorship. On the other hand, it is required to see that the stations operate in the public interest. Violating the law regarding obscenity, indecency and profaniy is not in the public interest. Poor taste is not in the public interest.

I think it is far better for the radio station licensees and the networks to clean house before public opinion demands the more drastic remedy of governmental action.

It is far better for the 3,000 licensees and the radio networks to do what they know in their hearts is the proper thing to do than to have such delicate matters as good taste thrust for settlement upon a commission of seven members in Washington, D. C.

'Aware' of Situation

Mr. Coy said he was "fully aware" that many broadcasters carry network shows containing material which they would not allow in a local origination. Because it comes from a network "on an all-or-none basis," he said, "they feel helpless and act that way except in a few cases."

When a comedian gets so big that his network can no longer handle him, then we have a case of the tail wagging the dog. The boy who used to express himself with chalk on a wall is now provided with a television screen. The world has moved from the horse-and-buggy days to the electronic age but this type of comedian is still peddling livery stable humor. The radio and the television carry him straight into the home without having taken the precaution to see that he is house-broken. Propriety is sacrificed for profits. The result is off-color television—tainted television.

Turning to "crime on the air," Mr. Coy said FCC "is the recipient of mounting protests against the merchants of death and hawkers of horror on radio and television," that "our files of letters protesting crime programs are bulging," and that "the situation is rapidly worsening."

He quoted from protests received by the Commission—some directly from listeners, others relayed via Congressmen—and from studies and reports on crime programs.

No Day-to-Day Judgment

He pointed out that FCC cannot pass upon a licensee's day-to-day judgment in matters of bad taste or in the handling of crime programs "except in gross instances," and that renewals are based upon considerations of "the overall operation of a station during its entire license period."

"The most effective day-to-day check on a licensee's program," he said, "is an immediate and intelligent reaction from the listening public."

He asked:

Is it possible that broadcasters who make such a fetish of surveys and audience reaction measurements are overlooking the most obvious and most effective fact-finding technique of all—that of merely sitting down with representative listeners and discussing matters frankly and fully? I think that that would be preferable to sitting cloisterd in an ivory tower and trying to hunch audience reaction from charts and graphs.

He called attention to a survey made by the Southern California Assn. for Better Radio and Television. The survey, he said, found no crime programs on KFI-TV Los Angeles between 6 and 9 p.m. but, on the other Los Angeles TV stations, found the following during those hours in one week:

91 murders, 7 stage hold-ups, 3 kidnapings, 10 thefts, 4 burglaries, 2 cases of arson, 2 jailbreaks, 1 murder by explosion of 15 to 20 people, 2 suicides, 1 case of blackmail. Cases of assault and battery—too numerous to tabulate. Also cases of attempted murder. Much of action takes place in saloons. Brawls too numerous to mention, also drunkenness. Crooked judges, crooked sheriffs, crooked juries.

Coy Notified

Mr. Coy said the association notified him, three months after the survey report was sent to all Los Angeles stations, "that not one of the stations that carried the crime programs had offered to talk over the survey, not one had indicated it wanted to correct the situation, although an improvement has been noted in the early evening programs of the NBC station.

"This is certainly not a very encouraging attitude on the part of the members of an industry that makes so much of its sensitivity to public opinion," he asserted.

The FCC chief conceded that "on the whole I think we have an excellent broadcast service." He felt there are "signs of deterioration of program service in the aural field due to the competitive impact of television in the larger markets," and "some indications of trend to inferior programming in the field of television because of the expense of programming and because of the desire of . . . operators to reduce their losses or to get larger profits."

Mr. COY

Following the conference's "Great Expectations" theme, Mr. Coy said "the broadcasters and the public have every right to expectations of a high order for the future of broadcasting." But he cautioned that "these expectations will not be realized unless we all work together to keep broadcasting's sights high, to avoid the shoddy and to keep improving the product."

American Radio's Role

He continued:

American radio generally offers such a wealth of wholesome entertainment and helpful educational and cultural programs that it cannot afford to do itself a disservice by allowing a few thoughtless offenders to tarnish radio's good name.

Radio's general reputation as one of the most important forces in our society, a key leader in community betterment and as a preeminent factor in American homelife has been built up through the years by the dint of hard work, imagination, vision and public spirit on the part of thousands of people in the broadcasting industry. The continuing job of all of us is to protect the gains already made and to strive for an even greater future.

OKLA. U. MEET

9th Radio Conference Held

THE part played by the Voice of America in the battle for peace over the international airways is far from being a success story and it hardly can be claimed that the U. S. is winning the battle for the minds of men, according to Ernest Erich Noth, editor of *Books Abroad* and formerly with the Voice.

Addressing the ninth annual radio conference of the U. of Oklahoma at Norman last week, Mr. Noth warned that today our world leadership, and tomorrow perhaps our survival, are at stake.

The three-day conference, attended by some 250 registrants, also was highlighted with addresses by FCC Chairman Wayne Coy (see story above), and a score of other figures prominent in television and radio broadcasting, including Roy Bacus, commercial manager of WBAP-AM-FM-TV Fort Worth; R. B. McAlister, general manager of KICA Clovis, N. M.; Jack Drake, news director of KWSO Lawton, Okla.; Dr. Forest Whan, U. of Wichita; Lawton Mabrey, of Baylor U., and Charles Tower, assistant director of NAB's Employe-Employer Relations Dept.

Tower on Economics

Mr. Tower, who discussed the economic characteristics of broadcasting, replaced Richard P. Doherty, NAB director of employe-employer relations, who, due to illness, was unable to attend.

Theme of the conference, which opened on Sunday with demonstrations of school broadcasting by eight colleges and universities, was "Great Expectations." Chairman of the sessions was Dr. Sherman P. Lawton, co-ordinator of radio at the U. of Oklahoma.

In his address Monday, Mr. Noth also pointed to the inadequacy of the Voice of America. He stated that to his knowledge no other government agency has had so much trouble in obtaining the most elementary funds for what he termed its "shoestring budget" if compared to other expenditures for the enforcement of our national policy and security.

Urging creation, or perfection, of a bigger and better international broadcasting tool, Mr. Noth said: "We must in all instances convey that spirit of fearless freedom and fearless striving for peace which

(Continued on page 54)

FM COVERAGE

BMB Compiling Listener Data

By J. FRANK BEATTY

REPORTS showing the FM circulation of AM stations subscribing to the No. 2 study of Broadcast Measurement Bureau are being compiled by BMB and will be published in the near future, according to Dr. Kenneth H. Baker, acting president.

Failure of the original station reports released early this year to show FM circulation caused a stir at the Monday meeting of NAB's FM Executive Committee, held in Washington. The committee adopted a resolution voicing its feelings on the subject.

The resolution called on NAB to tell BMB that the committee feels AM ratings should show the audience of FM duplicating stations. It expressed the committee's belief that the FM information obtained in March 1949 by BMB on its audience cards should be made available to subscribers.

AMA Data First

Dr. Baker told BROADCASTING that AM data had been made available first because AM money paid for the survey. He reminded that the reports of individual AM stations carry an asterisk indicating they have FM affiliates, a suggestion originally made by the FM Committee.

He said the FM figures will be "roughly comparable" to AM reports but will be issued in memo form to the stations involved (AM subscribers with FM outlets). While AM data do not reflect coverage where less than 10% of the audience is reached, Dr. Baker said the FM data may include FM coverage as low as 5%. He added that BMB does not claim figures below 5% are accurate.

Respondents who filled out BMB cards had a chance to indicate the FM stations heard but these individual reports are accepted only when the FM dial position is indicated. This dial position was not required in the case of AM outlets. The FM provision was based on the widespread use of double AM-FM call letter announcement by many stations.

Lower Figures

Preliminary estimates indicate that the FM figures shown in the BMB data will be lower than some FM stations are selling. Estimates of total number of FM-equipped sets in the hands of the public range from 4½ million to 6 million.

Everett L. Dillard, WASH (FM) Washington, a retiring NAB board member, said FM coverage data are completely undisclosed to date in BMB reports, with an AM station getting no credit for the coverage of its duplicating FM affiliate. This penalizes everyone with an FM duplicating station, he said, and fails to give the total audience of AM-FM duplicating stations.

In other words, Mr. Dillard added, an AM-FM operation is reported with fewer listeners than it would have shown had the station operated AM-only.

Frank U. Fletcher, WARL-FM Arlington, Va., recently re-elected to the NAB board, felt BMB should make its FM information available to subscribers since present reports seem to penalize stations that have developed an FM audience by duplicating AM programs.

Edward A. Wheeler, WEAW (FM) Evanston, Ill., and WOKZ AM-FM Alton, Ill., said: "It is difficult to understand how BMB could 'unintentionally' be responsible for penalizing AM stations because of duplication on FM. Most of the audience of a duplicating FM station obviously was taken from the AM station and the stations must get credit for this audience. BMB must publish its supplementary FM data immediately."

Would Change Rules

The FM Committee voted to ask NAB's Legal Dept. to file a petition with the FCC asking for amendment of the rules to establish protection to the 50 uv/m contour for FM stations in Area 2 (entire nation but the Northeast). Present protection is granted only to the 1000 uv/m contour.

Approach of serious interference to FM outlets is foreseen if FCC doesn't grant this protection, according to committee members. The NAB board voted last summer to ask FCC to grant this protection but no formal action was taken until last month. At that time a letter was sent to FCC Chairman Wayne Coy and the other Commissioners calling attention to the board's July resolution.

Chairman Coy said an action of the sort should be initiated outside the FCC and invited NAB to file a petition to amend the rules.

At its Monday meeting the FM Committee drew up an outline of the program for the special FM session to be held Monday morning, April 17, prior to the formal opening of the NAB Management Conference at Chicago (see convention story page 26).

Attending the committee meeting were Chairman Matthew H. Bonebrake, KOCY-FM Oklahoma City; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Edward L. Sellers, director NAB FM Dept.; Ralph W. Hardy, director, NAB Radio Division; C. E. Arney Jr., NAB secretary-treasurer; Messrs. Dillard, Fletcher and Wheeler.

WQUA MOLINE SALE

Le Masurier Buys Control

SALE of 85% of stock of Moline Broadcasting Corp., licensee of WQUA Moline, Ill., was announced last week subject to FCC approval. Bruff W. Olin Jr., president of Moline Broadcasting, sells his 85% interest to Dalton Le Masurier for aproximately $155,000. Mr. Le Masurier is owner of KDAL Duluth, Minn., and minority stockholder of WIRL Peoria, Ill.

Transaction was handled by Blackburn-Hamilton Co. WQUA operates with 250 on 1230 kc. Vern Flambeau, manager of WQUA, will retain his 5% interest and his present connection with station as will other stockholders owning the other 10% of the corporation.

SCOTUS HIT

By 'Yale Law Journal'

SUGGESTION that the U. S. Supreme Court outlaw completely the power of state and federal judges to punish broadcast stations and newspapers for reports on pending criminal cases was made last week by the *Yale Law Journal*.

Discussing the "Baltimore Gag" case, in which a city court had attempted to fine several stations for broadcasting news about an arrested murder suspect, the student editors suggested the Supreme Court's refusal to review a Maryland Court of Appeals decision had left the contempt rule "dangerously vague." The highest court had denied a petition by the state to hear the upsetting of the city gag rule [BROADCASTING, Jan. 16].

The journal noted that the refusal to review was made in an "unusual opinion disavowing any implication that it approved the Maryland decision." Effect of this action is to leave courts free to decide how to enforce the "clear and present danger" contempt rule, it was suggested.

NBC CHANGES

Shifts in Program, Services Units

REORGANIZATION and widespread reassignments in NBC's radio program and integrated services departments were announced last week.

In the radio program department, under Thomas C. McCray, director, the following changes were made, effective April 1.

Leslie Harris, assistant national program director, becomes production manager.

James E. Kovach, operations manager of the production division, becomes manager of program operations.

Mitchell Benson, administrative assistant and coordinator of new package programs, becomes package program and talent contact manager.

Joel Hammil, manager of literary rights, becomes program submission supervisor.

Samuel Chotzinoff, general music director, and Sterling Fisher, manager of public affairs and education, continue in their present positions and will serve both in radio and television. Mr. Harris will be in charge of continuity acceptance, which is headed by Stockton Helffrich; script preparation supervisor, Van Woodward; supervisor of directors, Edwin Dunham, and producers Richard P. McDonagh, Wade Arnold, Ken MacGregor and Robert Wamboldt.

Under Mr. Kovach, who has the responsibility for maintenance of the network program schedule, will be grouped the program business office supervised by Grace Sniffin; talent auditions supervised by Leonard Goldstein, and talent casting supervised by Claire Trainor.

Other Assignments

Reporting to Mr. Chotzinoff, general music director, will be Ernest La Prade, music research supervisor.

Reporting to Mr. Fisher, manager of public affairs and education, will be Margaret Cuthbert, supervisor of public affairs; Doris Corwith, supervisor of religious broadcasts and talks; Jane T. Wagner, supervisor of educational and special projects, and Hilda Watson, office manager.

Realignment of program services functions under the integrated services department was announced by William S. Hedges, vice president in charge of integrated services.

William Burke Miller, now night program manager for television, is appointed night executive officer for the company, reporting to Mr. Hedges. The program services department, provided by the staff of associate directors, has been transferred from program to integrated services. Allin Robinson, former night program manager for the radio network, is appointed supervisor of associate directors, reporting to Arch Robb, manager of the program services department.

Also transferred from the radio network program department and reporting to Mr. Robb will be the literary rights and script readers with Tom Adams appointed as supervisor. Central bookings, supervised by Mary Cooper, and night operations, supervised by Robert Wogan, are also transferred from network programs to program services, reporting to Mr. Robb, as will program analysis under the supervision of Miriam Hoffmeier. Isabel Finnie will be supervisor of the business office for program services.

PLUS ONE ELAND

Now that mama eland has a baby, there's plus one eland in the St. Louis Zoo.

There's a radio station in Baltimore with a great big plus for advertisers. It's W·I·T·H, the BIG independent with the BIG audience.

Here's how the PLUS comes in: first, W·I·T·H delivers more *home* listeners-per-dollar than any other station in town. And, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in barber shops, 49.3% were tuned to W·I·T·H.

That means low-cost results. That means that *small* appropriations accomplish *big* results on W·I·T·H. Call in your Headley-Reed man and get the full W·I·T·H story today.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, *President* • Represented by HEADLEY-REED

65,000 Came To Dance

. . . A St. Louis Fuel Dealer Profited by Radio's Drawing Power

By BILL THOMPSON

LAST Aug. 28 about 65,000 devotees of the square dance converged on a large parking lot in the Hampton Village section of St. Louis. They came at the invitation of Grasso Bros. Fuel Co., which had an $8,000 stake in the affair.

Much of this amount was laid out for a 10-piece cowboy band, handsome trophies for the best costumes, and a multitude of other entertainment features. But about 20% of it went for promotion—exclusively via radio.

"I got off light at that," says Frank Grasso, president of the firm. "Think what it would have cost to corral a mob like that by other advertising methods. Besides, it was worth it to find out just how potent radio can be."

Early last July Mr. Grasso started dreaming up "the greatest of all outdoor folk dance festivals." KXLW St. Louis made his dream come true. One of the station's representatives, F. Lee Price, sold him a half-hour of square dance music six days weekly (7:30 to 8 p.m.), with the sixth session featuring live "callers." Roy Queen, one of the most popular dispensers of folk music in the St. Louis area, turned the discs. Cost to Grasso Bros. was a little under $200 a week.

Station-Client Team

Almost at the outset, the show started promoting the proposed festival, and KXLW officials, notably General Manager S. E. (Art) Sloan, showed the new client what the word "cooperation" means. Mr. Sloan furnished sleek horses for a parade on the night of the fete, and he lined up the 5,000-car parking lot where the event was staged. He also arranged for choice spot adjacencies on KXLW. Toward the end of the promotion these totaled 15 a day.

Working hand in hand with him was Roy A. Shannon, president of the St. Louis advertising agency by that name which handles the Grasso account. Mr. Shannon persuaded the Greater St. Louis Folk & Square Dance Federation to cooperate and to encourage outstanding square dance callers of the area to participate. He also obtained help from the Missouri Folk Dance Supply Co. in nearby Kirkwood, Mo., which provided records and consulted with him on technical aspects of the show.

The results of all these preparations were best described the day after the festival by an official of Grasso Bros. In a letter to an insurance company executive who had inquired as to radio's effectiveness as an advertising medium, C. F. Price, sales manager, wrote:

"I was amazed with the results of a check we have made as of the above date (Aug. 29) over the corresponding period of last year. This year's new coal tonnage amounts to five times that of last year. At this writing we have not proven this to be all due to radio, but we are satisfied the greater part of the credit is due to this type of advertising. Just last night the results of our advertising through KXLW amounted to the staggering figure of approximately 65,000 people seeing or hearing the name of our firm in one concentrated area."

No Halt for Strike

The company continued its sponsorship of the Roy Queen show throughout the coal strike last fall. Having wisely stored a superabundance of fuel in anticipation of the walkout, it was able to attract dozens of new customers. By November, with its telephones ringing an average of 40 times an hour, it reported an increase of 30% in the number of patrons. During the month, it sold a total of 150 carloads of coal.

This same month, *The Black Diamond*, a leading trade journal in the coal industry, paid tribute to Grasso Bros. "outstanding" record.

"How can this be?" it asked. "Retail coal is supposed to be a dying field. Many retail outlets report loss of 30% of their customers. The inroads of oil and gas heat are said to be restricting the coal business insofar as domestic use is concerned.

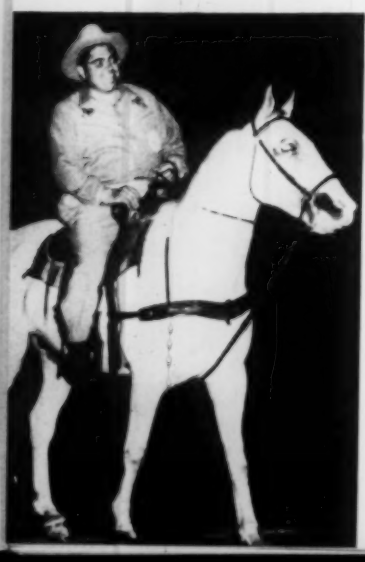
10 New Clients Daily

"The Grasso brothers wouldn't know from that. They are much too busy finding new coal customers; far too involved in being of maximum service to their present 15,000 customers in the metropolitan St. Louis area to worry about losing business. On the contrary, they have consistently been gaining customers at the rate of 10 a day."

The Black Diamond noted that "in the field of advertising, the operations of the brothers Grasso leave one a little dizzy and almost out of breath.

"Liberally borrowing techniques long employed in selling soap and cigarettes," it continued, "they have treated their fuel products just like any other household commodity . . . and with such results. First of all, they sponsor a highly listenable 30-minute radio program six days a week."

By Dec. 1, Grasso Bros. had in-



* * *

AT the head of the parade on the night of the festival is none other than Frank Grasso, company president.

creased its radio budget more than $100 weekly for spot announcements on the "Spider" Burks show, which has one of the highest Negro ratings in the midwest. The firm aimed a spot a day at upping fuel oil sales among low-budget families. At mid-winter, gallonage had been increased 6,000 a day and the company found it necessary to buy two new 1,500-gallon fuel trucks.

"We got an added bonus from this type of business because the family with a space heater always pays cash," Mr. Grasso observed.

This month (March) Grasso Bros. starts Saturday night sponsorship of an hour-long "barn dance" type of show over WIL, known as St. Louis' leading sports station because it has an exclusive contract for the Cardinals baseball broadcasts. The program will originate at the Ideal Roller Rink, one of the largest and most modern roller skating emporiums in the country. Frank Grasso has $750 earmarked for special talent to be used on the "kickoff."

50% Allotted to Radio

Although 14 years old, the company never used radio until last July. Yet, in 1950, it will spend more than $15,000 in what Mr. Grasso describes as "the most effective medium of all." This is 50% of his advertising budget for the year. The remainder will be divided between neighborhood newspapers and direct-mail advertising.

Only 34 years old, Frank Grasso decided in 1936 that his father's truck gardening business was not for him. The only thrill he got out of it was hauling 1,000-bushel loads of tomatoes to Chicago's South Water Street Market. With a few dollars supplied by his father, Tony Grasso Sr., he bought an old truck and with his brothers Joe, 16, and Tony Jr., 12, he began making coal deliveries to neighbors. As business (and his brothers) grew, Frank discarded his notebook-in-the-pocket type of bookkeeping. Young Tony, with the help of an accountant friend, set up a system, and Joe took over dispatching and trucking. This left Frank free for general administration and promotion.

THE THREE GRASSO brothers join in the festival with a clown. They are (l to r) Joe, Frank and Tony. Boy is unidentified.

* * *

Volume Grows

The accounting is still handled by Tony today, but he has a $5,000 bookkeeping machine and the advice of a firm of legal consultants. Before radio struck "like lightning" last year, three young ladies did the work of the new machine. Now only one of them operates the device, while the other two handle incoming orders for coal and oil.

Brother Joe, who commanded a fleet of seven coal trucks and seven oil tankers before the company entered radio, now has 30 carriers in all. They are brightly painted, and bear the company name in letters a foot high. Lacquered to make the finish more durable, they are washed once a day, if necessary, to keep them attractive.

Following the successful square dance festival, Frank Grasso kept the cowboy band on his payroll. He hauls them around to civic functions in a $5,000 special Buick Riviera sedan, done up in purple and yellow with a miniature chrome-plated horse as radiator ornament. An over-sized set of longhorn steer horns is mounted about the windshield, and a plastic neon sign along the top reads: "Grasso Coal Yard Cowboys." This aggregation raised $3,000 during the recent March-of-Dimes drive while playing one hour at the intersection of Seventh and Washington Sts. in downtown St. Louis.

The "Cowboys" make frequent goodwill excursions into the nearby Illinois coalfields to play for dances free-of-charge. This gimmick doesn't hurt Frank Grasso's reputation with the men who ship him coal.

Mr. Grasso is a member of the St. Louis Coal Club, the Oil Men's Club of St. Louis, and the St. Louis Chamber of Commerce. He formerly was a member of the board of directors of the Coal Merchants' Assn. and has been named 1950 chairman of the Red Cross fund drive in the big Lemay area of St. Louis, where his plant is located.

Each of Grasso Bros. customers is paid a personal call by one of the three brothers annually. On these visits, the Grassos insist on being addressed as Frank, Joe, or Tony—never "Mister."

* * *

The Day of the Festival . . .

TOP—KXLW St. Louis, the station that first put Grasso Bros. Fuel Co. on the air, broadcasts part of the festival program. At lower right, in broad-brimmed hat, is Frank Grasso.

MIDDLE—The parade that preceded the festival also found several local merchants taking advantage of the event to promote their own products.

BOTTOM—This is just one small segment of the crowd of approximately 65,000 that attended the festival.

LOBBY ISSUE

Proposal to Exempt Radio

PROPOSAL that radio be exempted from the Lobby Registration Act will be made when the House Select Committee on Lobbying Activities begins its hearings March 27.

Rep. Frank Buchanan (D-Pa.) chairman of the committee, told BROADCASTING he personally will ask the committee to place radio on equal footing with "newspapers and other publications" specifically exempted from the Act. Under section 308 of the lobbying law which is part of the Reorganization Act of 1946, exemption is granted to "newspapers or other regularly published periodicals."

The Congressman also disclosed that he plans to ask Judge Justin Miller, president of NAB, "or some other industry representative," to appear before the committee to "show why radio should be given exemption."

His disclosure came on the heels of an announcement March 6 that the committee will begin hearings March 27 "with an academic review" of the lobbying problem. Scheduled to follow this review are studies of the role of governmental agencies in influencing legislation and efforts of lobbyists in seeking to influence departmental and agency actions.

Rep. Buchanan, who appeared before the House Administration Committee along with Rep. Charles Halleck (R-Ind.) to request an additional appropriation of $45,000 for the committee, said he could not determine at this time how far, if at all, the committee would go into communications aspects of the departmental study.

The Buchanan committee is trying to determine whether certain organizations have failed to register as lobbyists and whether certain registrants have complied with the Act [BROADCASTING, Jan. 23].

SALT RIVER SUIT

CBS Reply Expected This Week

CBS is expected to file an answer or a motion of dismissal in Chicago's Federal District Court this week on Salt River Valley Broadcasting Co.'s suit for $223,000 damages. The original complaint brought last November by Salt River Valley, on behalf of KTUC Tucson and KOY Phoenix, sought specific performance of an affiliation contract between the network and the two stations.

It asked for relief Jan. 1, 1950, when CBS switched affiliation to KOPO Tucson and KOOL Phoenix, in which Gene Autry, CBS performer, has heavy financial interest. Numerous continuances carried the original complaint past the Jan. 1 date.

NEWS SALEABILITY

L. A. Panel Airs Problems

MORE interesting news presentation and fewer newscasts were chief suggestions forwarded by a three-man panel representing network radio, local station and advertising agency on "How to Improve the Saleability of Radio News" at the Los Angeles Radio News Club meeting March 10.

Frank (Bud) Berend, NBC Western Division sales manager, spoke for network radio; Clyde Scott, manager of KECA Hollywood, represented local stations, and Thomas C. Dillon, vice president of BBDO, gave the agency slant. All panel members agreed that newscasts, for the most part needed livening up and more emphasis on human interest and local angle. They further urged more up-to-the-minute reporting of the news. A discussion followed the talks.

On the dotted line . . . . .

CONTRACT for 26 weeks of *Midnight Dancing Party* on WBT Charlotte is set by J. H. Lane (seated), gen. mgr., Eastern Div., Atlantic Beer and Ale. Looking on are (l to r): Kurt Webster, m. c.; Hugh Deadwyler, pres., Hugh Deadwyler Adv.; Keith Byerly, general sales mgr., WBT-AM-FM and WBTV (TV).

PLANS for WCDL Carbondale, Pa.'s show, *Irwin of the Arctic*, are completed by (l to r): Seated, Ekak Commack, Eskimo partner of Explorer Dave Irwin; Dean Johnson, Dean Johnson Motors, sponsor; Mr. Irwin; standing, William Fletcher, William Ware, W. R. Carlson Jr., all WCDL.

IT'S a new 5 kw transmitter for WTSP St. Petersburg, Fla., as F. J. Kelley (l), general manager, contracts for delivery of the equipment. Looking over his shoulder is Rex Rand, southern representative for RCA. Mr. Kelley was southern representative for RCA for about four years.

BASEBALL caps and triple handshakes came into play as this trio set contract for sponsorship of all 1950 Trenton (N. J.) Giants games on WBUD Morrisville, Pa. L to r: Stanley G. Coney, Morrisville, and Joseph M. Volk, Trenton, Dodge-Plymouth dealers and co-sponsors; George E. Hoover, WBUD.

DISCUSSING Federated Mutual Insurance Co.'s sponsorship of U. of Minnesota conference basketball games over KDHL Faribault, Minn., are (l to r): Edward C. Ellis, Federated sec.-sales dir.; Virgil Radtke, KDHL; Bob Mayer, adv. mgr., Federated, and John A. Buxton, president of Federated Mutual.

WNOR Norfolk, Va., coverage of the 1950 Norfolk Tars baseball games is arranged by (l to r): Seated, Murray Glasgo, pres., Glasgo Brewing Co., sponsor; Earl Harper, WNOR gen. mgr.; standing, Eugene Lipscomb, sec.-treas., Glasgo; J. Diggs, acct. exec., Lindsey Adv., Richmond; Bob Rogers, WNOR.

GENERAL FOODS *Will Use More Radio In 1950*

GENERAL FOODS expects to spend more for radio time in 1950 than in 1949 but not as much for radio talent, Charles Mortimer, vice president of the company, said last week in New York during a news conference to reveal the firm's 1949 annual financial report.

He also explained that the company would be spending more in television for the same number of shows.

Mr. Mortimer

The corporation's net sales reached a new high of $474,637,193 during 1949, Clarence Francis, chairman, and Austin B. Iglehart, president, stated in a jointly signed annual report to stockholders. This compares with net sales of $463,336,031 during 1948.

It was the 16th consecutive year in which net sales for the company surpassed any previous year. Net dollar earnings were also the best in company history with $27,445,941, equal, after preferred dividends, to $4.77 a common share. In 1948 net earnings were $24,555,752, or $4.25 a common share. There were 5,575,463 shares of common stock outstanding both years.

$13 Million in Dividends

Out of the $27 million in earnings, $13 million was paid in dividends to holders of common and preferred stock. The remaining $14 million was retained in the business.

"Although television made great strides in its development as an advertising medium in 1949, we continued to spend most of our advertising dollars in magazines, newspapers, and on radio. We invested more money in advertising last year than in 1948. The additional investment was necessary in order to produce higher sales and better earnings," Mr. Francis stated in the report.

As the commercial value of television grew in 1949, General Foods added to its television shows. In March, Sanka coffee began sponsoring *The Goldbergs*, a CBS-TV program telecast Monday, 9:30-10 p.m. EST. Maxwell House coffee began its sponsorship of *Mama* in August. In October, Jell-O took over sponsorship of *The Aldrich Family* which is telecast Sunday, 7:30-8 p.m. EST over NBC-TV.

There was one addition to the company's radio shows in 1949—and that was the radio version of *The Goldbergs*. Sponsored by Sanka, it is broadcast over CBS Friday, 8-8:30 p.m. EST.

'Best Dressed'

TED CAMPEAU, president of CKLW Windsor-Detroit, was chosen one of the 10 best dressed men in Canada for 1950 at the Canadian Men's Apparel Fair held at Toronto March 9-10. List of 10 best dressed men was headed by Canada's governor-general, Viscount Alexander of Tunis. Ted Campeau was one of four business men in the group, and was chosen as an "immaculate exponent" of good grooming.

TIME SALES *'49 Billings Remain High*

RADIO time sales made a good showing in 1949, although it had been thought that the increasing sponsorship of television programs would reduce radio advertising, according to the current analysis of advertising conducted by Standard & Poor's Industrial Surveys, New York.

Some networks, such as CBS, were able to augment broadcasting revenues and the 1949 total of gross billings for the four major networks was only 6% below the 1948 total, the analysis revealed. The report also said that improvement in the quality of television programs is likely to be substantial this year. Seeing some increase in overall revenues and continued heavy costs, Standard & Poor said networks engaged in both radio broadcasting and telecasting should experience a revenue rise.

Because of keen competition for markets, advertising budgets are expected to remain large and prevailing rates indicate that revenues will be well maintained over coming months, according to Standard & Poor.

McDonald at Boston

JOSEPH A. McDONALD, ABC vice president and general attorney, spoke on some of the legal aspects of the broadcasting business at the monthly luncheon meeting of the Boston Radio Executives Club March 8. Head table group also included President Craig Lawrence, WCOP Boston general manager, and the five-newly elected directors: Harold E. Fellows, WEEI Boston general manager; Ferald Harrison, president of WMAS Springfield and WLLH Lowell; Paul Provandie, Paul Provandie Inc. agency; Stacy Holmes, E. A. Filene Sons, and Bert Georges of Transcast Corp.

KFVD Los Angeles *Harlem Matinee* has added half-hour daily to its Monday through Saturday hour schedule.

WNOX

gratefully acknowledges the

ALFRED I. du PONT AWARD

• 1949 •

for outstanding and meritorious

SERVICE

in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community

Scripps-Howard Radio, Inc.

WNOX
KNOXVILLE, TENN.

CBS 990 kc 10,000 watts Represented by Branham

SALES AIN'T POPPING LOUD IN CORK (Ky.)!

If you think it will do you any good to put the advertising screws on Cork (Ky.), Mister, you're bubbling over with a case of Pollyana-itis! Cork simply doesn't have the people or the dough to produce a sales-geyser!

But if Cork's crew can't help you, the Louisville Retail Trading Area certainly *can!* Its 27 Kentucky and Indiana counties are effervescent with high-proof *people, business* and *money*—almost as much business and money as in all the rest of the State *combined.* And WAVE pours out its soul to this one great market exclusively!

Shall we start pouring for *you*—now?

LOUISVILLE'S
WAVE

5000 WATTS . 970 KC

NBC AFFILIATE

NATIONAL REPRESENTATIVES

FREE & PETERS, INC.,

STATION TAX

Battle Okays Radio-TV Protection

TAXATION of radio and television stations in Virginia by cities, towns, counties and other local governmental units is forbidden under legislation signed by Gov. John S. Battle. The bill had passed both houses of the Virginia General Assembly by overwhelming margins [BROADCASTING, March 6].

The Virginia action marks the first halting of the trend toward exaction of local taxes from broadcasting and television stations. With the industry serving as the latest victim of tax-hungry cities and counties, the Virginia legislation provides a means by which other states can stop local governments from assessing taxes.

Burden of the fight to obtain passage of the Virginia bill was carried by the Virginia Assn. of Broadcasters, of which Philip P. Allen, WLVA Lynchburg, is president. Among those active, besides Mr. Allen, were C. T. Lucy, WRVA Richmond, chairman of the VAB Legislative Committee, and Frank U. Fletcher, WARL Arlington, an NAB board member.

The Virginia taxes had been instigated by the Municipal League of Virginia. In Arkansas the idea of municipal taxes was developed at Little Rock. Protest against the tax was made by Little Rock stations whose position was upheld by a lower court. On appeal, the state's highest court reversed the lower tribunal and the U. S. Supreme Court would not hear an appeal on the ground there was no federal question.

Text of Va. Law

Text of the Virginia bill, as passed by the House and Senate:

A BILL to amend and reenact §§ 58-266.1, 58-266.2 and 58-266.3 of the Code of 1950, relating to city, town and country license taxes, so as to prohibit cities, towns and counties levying such taxes for radio or television broadcasting.

Be it enacted by the General Assembly of Virginia:

That §§ 58-266.1, 58-266.2, and 58-266.3 of the Code of 1950 be amended and reenacted, as follows:

§ 58-266.1. City and town licenses; business exempt.—In addition to the State tax on any license, as hereinbefore and hereafter provided for in this chapter, the council of a city or town may, when anything for which a license is so required is to be done within the city or town, impose a tax for the privilege of doing the same and require a license to be obtained therefor; and in any case in which they see fit they may require from the person licensed a bond, with sureties, in such penalty and with such condition as they may deem proper or make other regulations concerning the same.

No city or town shall impose upon or collect from any person any tax, fine or other penalty for selling farm or domestic products within the limits of any such town or city outside of the regular market houses and sheds of such city or town; provided, such products are grown or produced by such person.

No city or town shall require a license to be obtained for the privilege or right of printing or publishing any newspaper, *or for the privilege or right of operating or conducting any radio or television broadcasting station or service, any charter provisions to the contrary notwithstanding.*

§ 58-266.2. Licenses in certain counties.—The governing body of any county in this State having a population of more than two thousand per square mile, according to the last preceding United States census, and of any county having an area of less than sixty square miles, is hereby authorized to levy and to provide for the assessment and collection of county license taxes upon businesses, trades, professions, occupations and callings and upon the persons, firms and corporations engaged therein within the county, whether any license tax be imposed thereon by the State or not; provided that no county license tax shall be levied in any case in which the levying of a local license tax is prohibited by any general laws of this State, *and provided further that no such county shall require a license to be obtained for the privilege or right of operating or conducting any radio or television broadcasting station or service.*

§ 58-266.3. Licenses in counties with county manager form of government.—The governing body of any county which has adopted the county manager form of organization and government provided for by chapter 11 of Title 15, when anything for which a license is required by the State is to be done within the county, impose, when not otherwise prohibited by general law, a license tax for the privilege of doing the same, and require a license to be obtained therefor; and in any case in which it sees fit, require from the person licensed, bond, with surety, in such penalty and with such condition as it may deem proper. The ordinance imposing such tax shall provide for the time and manner of collection thereof and issuance of such license. Any license tax hereunder shall be in addition to any license tax imposed by the State or any town in such county.

No such county shall require a license to be obtained for printing any newspaper, *or for the privilege or right of operating or conducting any radio or television broadcasting station or service.*

FTC Charges Koken

FEDERAL Trade Commission has entered a complaint against Koken Cos. Inc., St. Louis, alleging the firm's product, Vanish, is not a cure or an effective treatment for dandruff contrary to its representations in radio and periodical advertising. The FTC maintained in its complaint that Vanish "does not have any beneficial therapeutic effect in the prevention, treatment or cure of unhealthy scalp or hair conditions, and it will not promote the health of the scalp or hair." Firm was given the usual 20 days in which to answer the complaint.

CFPL-FM London starts separate FM schedule, differing from programs on AM affiliate.

Message to SPOT Buyers...

ARE YOU MAKING YOUR BEST BUY IN CHICAGO?

If you're on WGN in Chicago, your answer is "yes". Because advertisers and agencies all over the country recognize WGN as the top power and prestige station in Chicago . . . the station that gets results. When they have a choice of local stations, WGN is tops on the list.

Of the four network stations, WGN consistently carries more local business than any other.

This is strong evidence to consider when placing your clients' advertising. Take your cue from other dollar-wise advertisers. Take advantage of WGN's **responsive** listening audience.

Remember, too, for years WGN has reached more people each week than any other Chicago station.*

*Nielsen Annual Coverage Report, Feb.-Mar., 1946, 1947, 1948, 1949.

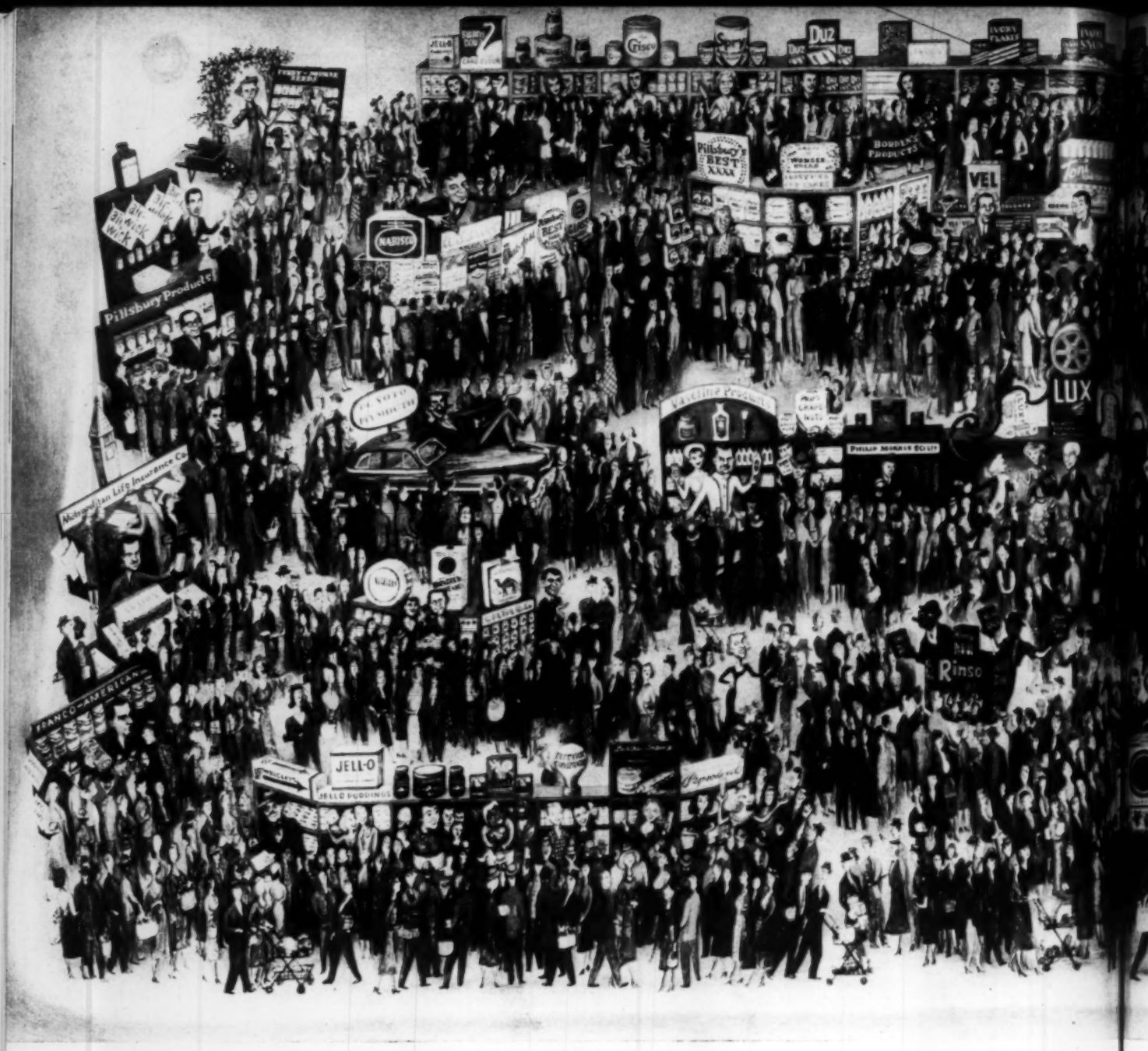
A Clear Channel Station...
Serving the Middle West

WGN

MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

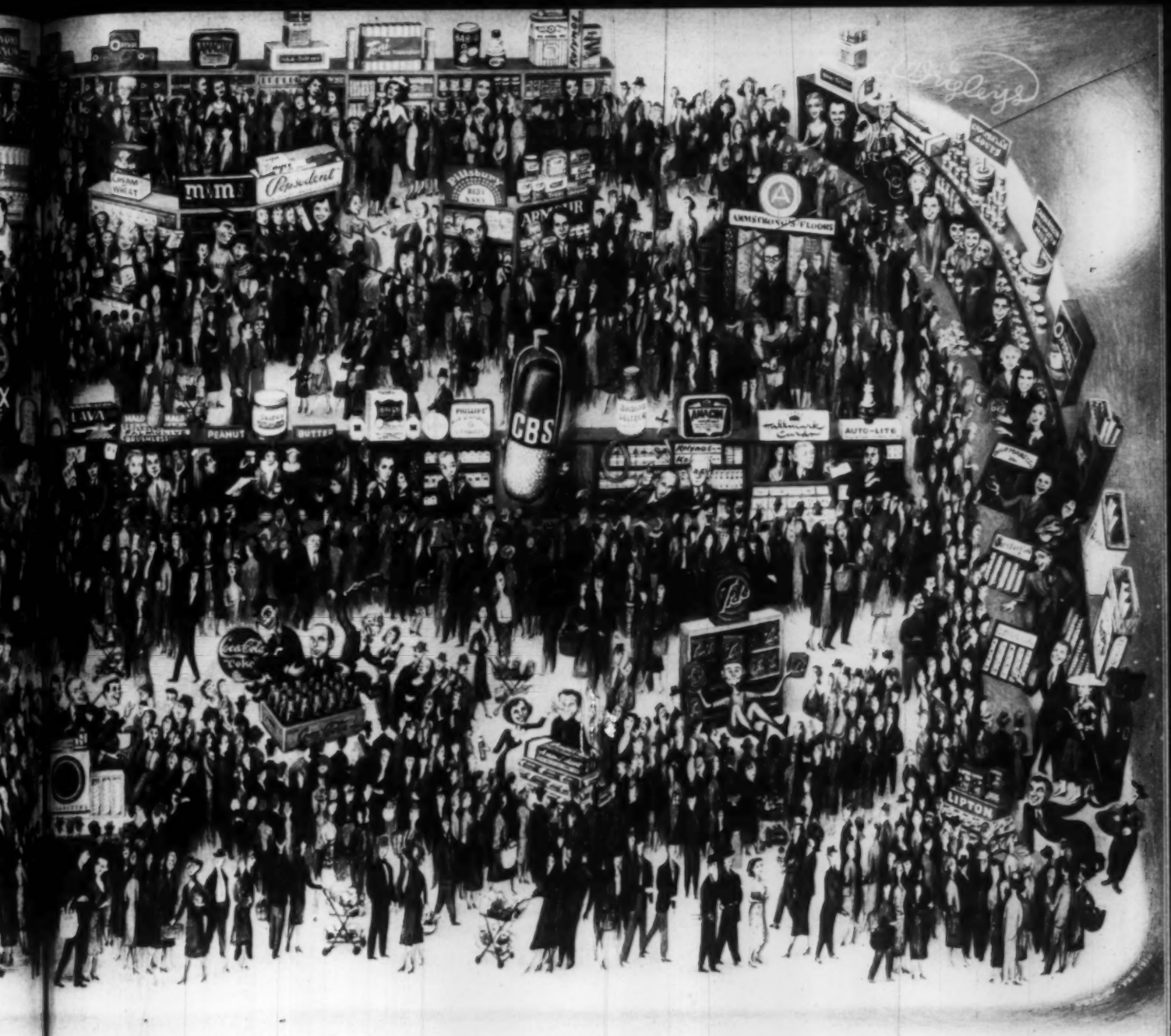
Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4



THIS IS CBS...WHERE 99 MILLION

This is the biggest market place in the world... bigger than any other place where people go to find the things they want to buy.

Where else do so many people get together, week after week – from every part of the country?



ON PEOPLE SHOP EVERY WEEK

Where else can you find 25 million people *standing in front of the same counter at the same time focused on the same product?* Only in Radio.

In all radio CBS draws the largest crowds–a million and a half more customers than any other network.

And every year these crowds of customers grow bigger.

That's why, when America's leading business men offer for sale the things most people want to buy, they showcase them in the biggest and busiest market place in the world... ***The Columbia Broadcasting System***

Editorial

The Fee-Bite

IN THE QUEST for new money to meet expanding cost of Government, two separate moves are under way in Congress which would assess license fees, franchise taxes or other imposts upon users of Government service. Radio, as always, is singled out as a latent source to be tapped.

How far these projects will go we do not know. Every other attempt in the last dozen years has died aborning, because of obvious discrimination against radio. This year, however, the pressure is on — not necessarily against radio, but all new revenue sources.

It is significant that the FCC is the first to pop up with a written report to the Senate suggesting how its licensees can be tapped. The Senate Committee asked for comments on Feb. 20 and got its report on March 8. That's about as fast a job as the FCC has ever done, and infinitely speedier than its elapsed time in handling the simplest of applications.

We won't belabor the pros and cons of radio license fees or franchise taxes now since hearings obviously will be held before any definitive action ocurs. A bit of simple arithmetic: The FCC uses a budget of about $7,000,000. Let's say that half goes to the mass radio media operations. These media did about $450,000,000 in net times sales in 1949. They paid Federal taxes accordingly. They've already paid for their portion of the FCC's administration—and then some—but had no voice in the management of the FCC's affairs.

One more point. The payment of license fees or filing fees would be no hardship for the larger stations or the networks. No matter how slight, they would be burdensome to the smaller operators. Last year, according to the FCC's own statistics, 25% of the licensed stations lost money.

Take a Look, Congress!

WHEN THE Hoover Commission for reorganization of the executive branch of Government was functioning last year, both the official and private word was that it would have little or no effect upon the FCC.

That does not appear to be the case, now that President Truman has submitted his plan to Congress. It would vest in the Chairman of the FCC (and in those of other administrative agencies) almost limitless power with respect to appointment and supervision of personnel, and to the assignment of duties.

When viewed in juxtaposition with the FCC's own functional realignment announced within the last fortnight, the President's proposal becomes even more sweeping. Indeed, there would appear to be little need for a seven-man commission. The chairman, his new high-level advisory council (general counsel, chief engineer and chief accountant) and the provision for new major bureau chiefs would seem to preempt practically all the policy and executive functions that could possibly exist.

The complaint has been that the lawyers have been running the FCC policy. The McFarland Bill (S-1973) which unanimously passed the Senate, and which now is being fought by the FCC staff tooth and toe-nail in the House, would seek to correct that abuse and place responsibility where it belongs—with the seven-man Commission.

The combination of the FCC's functional reorganization and the proposed plan of the President would seem to shovel new power precisely where the Senate unanimously said it should not reside when it passed the McFarland Bill.

FCC chairmen come and go. There have been eight in the 16 years of the FCC's tenure. There have been good and bad chairmen; strong and weak chairmen. Under a good chairman, the President's plan might work well. Under an unscrupulous one, dire things could happen.

The reorganization plan seems to ignore the fact that the FCC is a bi-partisan agency. Not more than four of its members can be of the same political faith. As we read the President's plan, the Chairman would control all personnel and all funds. He could hire and fire virtually as he sees fit. There might as well be a Commission of seven Democrats, or perhaps it would be just as effective to have just one member—an administrator—and thereby save the salaries and staffs of the six other commissioners.

The President's plan is premised upon direct lines of authority for the management of the "executive branch." We have never understood that the FCC is responsible to the *Chief Executive* alone. Congress has always maintained that the FCC is its creature to which it delegated its legislative authority because it had neither the time nor the expert knowledge to handle it.

There are aspects that need clarification. We hope Congress takes a good, hard look before permitting the plan to become effective. That happens automatically unless House or Senate or both act within 60 days.

Signs of Our Radio Times

A FEW WEEKS AGO the All-American Conference against Communism was held in New York. The Administration is sponsoring legislation to broaden and make permanent the loyalty program for Federal employes in so-called "sensitive" agencies. Communism has taken over China and its seething millions. The Soviet presses into non-Communized Asia and Europe. The Berlin blockade is on-again-off-again. Soviet delegates keep the UN doors revolving in their succession of walk-outs. And there's the go-ahead on the hydrogen bomb.

All this means more to radio than news of this turbulent day. It is of the very essence of radio.

The All-American Conference at its Jan. 29 meeting recognized this vital point. There was specific mention of the "steady infiltration" of Communism into radio—as well as into the schools, colleges, press and screen.

We have called attention before to the tendency in radio to give short shrift to talk about Communistic boring-in. Communists and Communist sympathizers should have no place on our air or even behind the microphone.

Though most people have forgotten it, we are still in a state of national emergency. Therefore it is the duty of broadcasters to ascertain that those with views contrary to our form of government be excluded.

The insistence of the labor unions that they will assume the burden is interesting but of little importance. It is not their responsibility. Let's not forget the lessons of World War II; of the Axis Sallys and the Lord Haw-Haws; of armed guards around stations and no admittance signs at studios; and of no audience-participations or man-on-the-streets.

A microphone in the hand of an Orson Welles some years ago brought pandemonium when he depicted an illusory invasion from Mars. What might a Communist do with a story on a hydrogen bomb invasion even today?

Our Respects To —

WALTER CECIL BRIDGES

IN VIGOROUS Great Lakes country, sailing as a way of life calls for the skilled hand of a weathered seaman. A sailing addict, Walter Cecil Bridges, steel-eyed manager of the Arrowhead Network, directs his radio affairs with the same steadiness of hand he displays in maneuvering a lake-traveling boat.

That direction—the building of a sound regional group of stations—has never been allowed to swerve from a Bridges-chartered course. And affable but blunt-spoken Mr. Bridges will tell you that his future aims may someday materialize in the organization of a network double the size of Arrowhead's present six stations.

Mr. Bridges, 53, although a radio pioneer, has the appearance and energy of the seasoned youth who has only started a career of network building.

Walter Cecil Bridges was born Sept. 28, 1896, in Arcola, a typical medium sized southern Illinois town. Here Mr. Bridges spent his boyhood days, completing grammar and high school. His father, Walter Nelson Bridges, was in the poultry business. He now lives in Ohio. The art of broadcasting was then still an image in the minds of practical dreamers, of whom Walter Bridges was one.

A wizard at tracing circuits and putting things together on a workable basis, Mr. Bridges first tested his radio legs as an amateur operator in 1913. The first World War, marking stepped-up sound wave experimentation, found Mr. Bridges in Navy uniform receiving his first sound instruction. His Navy stint took in the years from 1917 to 1922.

Upon discharge from the Navy, Walter Bridges plunged into the work which was to be his lifetime career. Business experience began in 1922 with the formation of the Superior Radio Co. in which he and a partner manufactured radio sets. While producing receivers, Mr. Bridges decided to have a look-in on the other end of the business—broadcasting.

This desire blossomed into his first enterprise on the air, WFAC with 100 w at the head of the Great Lakes. Later, when the Superior Radio Co. dissolved, Mr. Bridges in 1924 started WEBC Duluth, Minn., now the 5 kw key station for Arrowhead and licensed to the Head of the Lakes Broadcasting Co. Mr. Bridges is general manager of the station.

Looking back on his long span of radio experience, Mr. Bridges finds the most satisfaction in the realization of his dream of many years—the creation and maintenance of a suc-

(Continued on page 42)

KOIN

the number one* radio station of the OREGON MARKET

CELEBRATES

25 YEARS

OF SUCCESSFUL SERVICE AND SELLING

FOR 25 YEARS KOIN HAS BEEN AN INTEGRAL PART OF OREGON — THE FASTEST GROWING STATE IN THE NATION

Respects

(Continued from page 40)

cessful regional network.

He is a believer in sound broadcasting. It is his opinion that AM broadcasting will long outlive those in the business who are gloomily predicting its demise. While an energetic preacher of AM radio, Mr. Bridges also is an untiring booster of FM. He says FM is technically sound and that it is only a matter of time before frequency modulation will be the system preferred for sound broadcasting.

In the same breath, he shuns the prediction of immediate radio-replacement by television. While he doesn't ignore its existence—a nigh impossibility today—the Arrowhead keynoter sees TV as too costly, particularly to the advertiser who pays the bills. It is Mr. Bridges' opinion that the operating cost of video must be reduced and technical refinements advanced.

Having probed his way in broadcasting by acquiring an intricate knowledge of its engineering parts, he is uninhibited when it comes to radio planning and production. Instead of thinking in past radio terms, Walter Bridges sees a new avenue of approach opening up in commercial radio.

His approach to radio is based upon the belief that productions must be improved and that the advertiser should get his deserved return on the dollar. Mr. Bridges brushes aside the term "announcer" and refers to the men at the microphone as "air salesmen." On this same theory he calls radio salesmen "merchandising salesmen in radio." The latter, he says, must do something *for* the advertisers and not be just order takers.

In the Bridges office, the accent is not so much on getting contracts as it is on getting *results* from contracts and renewals. In this way, the follow-up on sales in the Bridges organization keeps the advertiser first in mind. And it is this philosophy which Mr. Bridges believes will make his network the strongest in regional merchandising and permit expansion.

'Human Dynamo'

Walter Bridges is a constructive man. Short, weighing about 160 lbs., usually hatless, and bubbling with energy, he resembles in many ways the proverbial human dynamo. It is said about Arrowhead that Mr. Bridges gives drive to any man who works with him.

A devotee of good music such as opera, ballet and symphony Mr. Bridges also can be found listening to a hot jazz number. While he pours through countless volumes of classical literature for intellectual fare, he is equally at home with a detective yarn.

At Superior, Wisc., Mr. Bridges lives a modest life, maintaining a simple home that has housed his family for many years. His wife is the former Ella Gleason. They have one daughter, Mary Gleason Bridges.

He works constantly to improve his summer home at White Fish Lake in Wisconsin. As an outdoor man, Mr. Bridges spends a good amount of his hobby time cultivating various types of shrubbery and trees. In addition to his forestry abilities, he raises pet animals and then releases them from their wired homes to return to the wilds of the woods surrounding the location.

A hard-working community man, Mr. Bridges is member of the American Legion and Kiwanis Club, among others.

And, not content to leave radio "at the office," he maintains a 1 kw amateur transmitter and radio tower at his summer home. Radio not only is his livelihood and first interest but also his perpetual study.

WEAU receives 8,229 pieces of Mail in One Month!
Over half of Wisconsin's 71 Counties respond to WEAU's 5,000 Watts.
Mailmen Threaten To Go On Strike

THE STATION WITH THE BIG RESPONSE-ABILITY!

WEAU EAU CLAIRE, WISC.

MEMBER STATION

ARROWHEAD NETWORK

Represented Nationally by RA-TEL Reps., Inc.

POLITICAL TIME

Young Answers Taft Charge

SEN. ROBERT TAFT's charge that the President "commandeers at will" time on all four radio networks has been branded by Rep. Stephen M. Young (D-Ohio) as "an irresponsible statement, an insult to the free enterprise broadcasting industry, and an affront to the American people."

Rep. Young, speaking on behalf of the Democratic Party, offered his rebuttal on Bert Andrews' weekly ABC broadcast Feb. 25. A week earlier, on a similar broadcast, Sen. Taft (R-Ohio) had accused the party of operating the "biggest" propaganda machine in political history, and charged that President Truman could "commandeer" network time anytime he felt inclined. Sen. Taft referred specifically to the President's Jefferson-Jackson Day address carried by all networks.

Rep. Young said that each network was notified of the speech and decided independently to carry the broadcast. "Senator Taft probably forgets . . . that radio is private enterprise and that each network does its own programming," he added.

Capital Comment, official organ of the Democratic National Committee, in denying the Taft charges noted that "on virtually every occasion in the last three years when Republicans have asked for and received time to answer Presidential speeches, Taft has appeared on the Republican broadcast."

CBC To Mull Bingo Ban

FURTHER HEARINGS on a proposed ban on radio bingo broadcasts will be held at Ottawa March 25, when Canadian Broadcasting Corp. board of governors meets in the court of the Board of Transport Commissioners in the Ottawa Union Station. Applications also will be heard for new AM stations.

Management

R. W. BAXTER, president of Rio Grande National Life Insurance Co., assumes duties as members of Dallas Radio Commission, which has supervision of city-owned WRR Dallas. He was appointed by City Council to fill unexpired term of C. R. McHENRY, who died recently.

JAMES M. SEWARD, CBS vice president in charge of business, is in Hollywood for two-weeks conferences.

GENE WILKEY, general manager of WCCO Minneapolis, received plaque from the National Foundation for Infantile Paralysis on behalf of station for outstanding public service in cooperation with March of Dimes.

ARTHUR HULL HAYES, vice president of CBS and general manager of KCBS San Francisco, entered Palo Alto Hospital March 13 for major operation. He is expected to return to his duties at KCBS in two weeks.

FRANK MARX, ABC vice president in charge of engineering, is the father of twin sons born March 11.

ACWU PLANS

More Radio-TV Use Seen

WITH at least $14,000 of a new $500,000 advertising budget initially appropriated to radio, Amalgamated Clothing Workers Union (CIO) is further eyeing radio and television to put across its institutional "buy a union-label suit" message.

ACWU invaded the radio field for the first time March 7 in New York with sponsorship of ABC's *Town Meeting of the Air* over WJZ New York. The union previously had not used radio. Union and agency officials think it may well double its overall ad allocation (to an even $1 million) at the national conference in Cleveland May 15. Such a resolution now is in the mill.

While radio plans hinge on the outcome of the meeting, radio and television spot campaigns probably will be explored if additional funds are made available, according to George Pampell of Ben Sackheim Inc., New York, which handles the union account. He conceded that use of both media already has been mulled, and added that TV is a "natural" for the label campaign.

Pat Buford

WORD has been received of the death Feb. 12 of Pat Buford, 47, former owner and manager of KHBG Okmulgee, Okla., in a McAllen, Tex., hospital, following a brief illness. Mr. Buford operated KHBG from 1939 to 1949 when the station was sold to the Times Publishing Co. He moved to the Rio Grande Valley last October. He leaves his wife and three sons, all of McAllen.

BIG FROG..

No question about the really BIG voice in this rich Midwestern market! *It's WOWO.* In survey after survey, WOWO programs lead in listenership.. morning, afternoon, and night.

BIG POND, TOO!

And remember.. when you buy WOWO, you're not buying just the prosperous area within Fort Wayne's city limits. You're buying an urban-and-rural market that covers 49 BMB counties! You're buying ***a loyal station-audience of nearly 300,000 Radio Families.*** That's as big as St. Louis! For availabilities, check Paul Mills at WOWO—or Free & Peters.

WOWO

FORT WAYNE

ABC NETWORK AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WHOL TRANSFER

FCC Dismisses Application

TRANSFER application of WHOL Allentown, Pa., filed in early February to reflect ownership changes, was dismissed by FCC last week on basis that no transfer can take place since the station authorization technically has been set aside for further comparative hearing [BROADCASTING, Feb. 27]. WHOL was allowed to continue operations pending a new decision.

The Commission dismissed the transfer bid without prejudice to the station's filing an amendment to its original application to bring it up to date. Deadline for the amendment was extended to April 11. FCC's action in effect renders moot the petition filed by Easton Pub. Co. March 10 requesting dismissal of the transfer on ground it unjustly favored WHOL's competitive position in the case since the changes strengthened WHOL's financial status, an issue in the proceeding [BROADCASTING, March 13]. Easton Pub. Co., operator of WEEX (FM) Easton, was loser in original case for 1230 kc assignment.

College Network

CLAIMED by its participants to be the first direct line intercollege broadcasting network in the country, the Pioneer Broadcasting System will have its formal opening and first official broadcast on Wednesday evening (March 22) at Smith College. The network is comprised of student-operated stations WAMF Amherst College, WMUA U. of Massachusetts and WCSR Smith College. Student heads of the college stations point out that the joint programming will enable each station to extend its time on the air to 69 hours a week and to reach about 9,000 listeners.

Commercial

JASPER L. CUMMINGS, former commercial manager of WEED Rocky Mount, N. C., and now president of General Wholesale Hardware Co., that city, joins WCEC and WFMA (FM) Rocky Mount, as commercial manager, succeeding **RAY THOMPSON**, resigned. Mr. Cummings will continue his connection with the hardware firm.

MARK WODLINGER appointed sales manager of WOC Davenport, Iowa. He has been with station for 15 months. Formerly with WQUA Moline, Ill., he will be in charge of sales for radio and television at WOC.

Mr. Wodlinger

ARTHUR J. McCAFFERY joins sales staff of WLAW Lawrence, Mass. He formerly was with *New York Evening Post* and *Herald Tribune*.

W. MILLER MONTGOMERY, sales representative for WIS Columbia, S. C., since 1945, appointed local sales manager of station succeeding **C. WALLACE MARTIN**, resigned.

H-R REPRESENTATIVES Inc. appointed national representative for WGFG Kalamazoo, Mich., and WJIM-AM-TV Lansing, Mich. WJIM-TV is scheduled to begin telecasting April 1.

AUSTIN C. LESCARBOURA, noted journalist and industrial advertising consultant, awarded French Legion of Honor, for his "services rendered to French cause." This is third French decoration he has been awarded.

HAROLD DAY, ABC radio and TV sales development director for spot sales department, elected president of New York Metropolitan Alumni Assn. of Colgate U.

BUD STIMSON with ABC's stations' department for past three years, transferred to network's television sales department as account executive.

JOHN RYAN, former account executive of WQXR New York sales department, joins sales staff of WOR-TV New York.

CHARLES B. ISAACS, formerly on sales staff of WCAO Baltimore, joins sales staff of WOV New York.

J. MacKENZIE WARD, salesman at MBS Chicago, resigns to join CBS western sales staff in Chicago March 27.

WILLARD DAVIS resigns from sales staff of KTLA (TV) Hollywood to go to San Francisco.

C. C. BeMENT, new to radio, joins sales staff of WMDN Midland, Mich. He replaces **HARRY G. WILLIAMS**, resigned.

J. FRANK JOHNS, media and radio director of Melamed-Hobbs Adv., Minneapolis, for past four years, resigns to enter station representative work, covering accounts in Minneapolis-St. Paul area for non-competitive Midwest stations. He entered radio in 1934 with Free & Peters, Chicago, and later moved to Howard H. Wilson Co., same city. In 1943 he joined sales staff of WCCO Minneapolis. He has been appointed Twin Cities representative for KFGO Fargo, N. D., and WMIL Milwaukee.

Mr. Johns

ROBERT HOWARD, NBC Western manager national spot radio and television sales, named to membership in Radio Pioneers.

LINEUP of newly elected officers and directors of the Illinois Broadcasters Assn. [BROADCASTING, **Feb. 27**] **includes (l to r): Leslie C. Johnson, WHBF Rock Island, vice president; J. Ray Livesay, WLBH Mattoon, secretary-treasurer; Harold Safford, WLS Chicago, president; and Directors Arthur Harre, WJJD Chicago; Charles Caley, WMBD Peoria; Merrill Lindsay, WSOY Decatur, and Charles Cook, WJPF Herrin. Election was held at the association's annual meeting at the Leland Hotel in Springfield, Ill.**

NAB DUES

Goldman, Shaffer Defend Rise

TWO NAB members have come to the association's defense in response to criticism of the board's recent increase in dues paid for the four lower income brackets.

Simon R. Goldman, WJTN Jamestown, N. Y., chairman of NAB's Radio Committee, suggested M. Robert Rogers, vice president and general manager of WQQW Washington, who protested the increase [BROADCASTING, March 6], was in effect saying, "Dollar for dollar, I lost. I didn't have a fire, so, therefore, I'll cancel my insurance."

Mr. Goldman said newspapers, lawyers, doctors and other groups long ago "learned the value of being together in a strong trade association." He said Broadcast Advertising Bureau, which Mr. Rogers criticized, has furnished WQQW "with tools that sell radio, providing he and his salesmen make use of them. We do in Jamestown and as a result find that those services are outstanding and excellent; the best that have ever been supplied for use by small broadcasters on the local level. . . ."

He continued:

Secondly, BAB is selling radio throughout the country, which means that every broadcaster, big or small, will benefit. The spearhead attack in regard to Army advertising is a good example. Perhaps WQQW will even get some of that business, due to BAB's leadership. Mr. Rogers admits that the employe-employer department of NAB has saved him and other broadcasters thousands of dollars. But he doesn't appreciate the work being done on the other fronts in behalf of the industry by NAB. . . . Sometimes the benefits are much bigger and broader, and include not only the individual but his fellow broadcaster as well.

Shaffer Letter

Sales techniques developed by BAB "have helped us at WJER [Dover, Ohio] get off to a flying start," General Frank E. Shaffer last week wrote Mr. Rogers.

Mr. Shaffer added:

WJER is mighty small compared to WQQW but we have had wonderful cooperation from BAB. On one problem I picked up the phone and got an immediate answer from Mitch [Maurice B. Mitchell, director]. On many occasions I have had my queries answered by letter more promptly than one might imagine considering their comparatively small staff.

The increase in dues is going to hit us with a new operation (on the air Feb. 21) but we believe that we will receive many dollars for each one spent, even though our dues were to go for no other purpose than to keep BAB alive.

Thwing & Altman

IN AN item appearing in BROADCASTING, March 13, agency for William H. Wise, sponsor of *Get More Out of Life* on CBS, was incorrectly identified. Agency for the publisher is Thwing & Altman, New York.

makes a big difference whose voice it is

In Detroit, WWJ is more than a great radio station . . . more than a source of entertainment for the nearly one million homes in the Detroit area. WWJ, Detroit's FIRST station, has consistently been the leader in community service and enterprise.

Its acceptance by advertisers is indicative of the faith Detroit has in its voice. One of America's leading advertisers has consistently employed WWJ daily with an hour-long program for 16 years.

When you give your product story the benefit of WWJ's community acceptance, it receives added prestige, more attentive ears, less selling resistance . . . resulting in increased sales in a market that did three billion dollars retail business last year!

FIRST IN DETROIT . . . Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV

WWJ AM-FM

Basic NBC Affiliate

AM—950 KILOCYCLES—5000 WATTS FM—CHANNEL 246—97.1 MEGACYCLES

WHITE HOUSE NEWS

Henle Would Reform System

THERE'S a way out of the problem of the "deteriorating" White House news conference, Ray Hanle, of Sunoco's *3-Star Extra*, NBC news feature, told the 20th Century Club at Buffalo, N. Y., on March 2. Mr. Henle suggested newsmen write out subjects for Presidential discussion hours in advance of each news conference, thus permitting the President ample time to look into a given subject.

The radio newsman warned that the conference may become a thing of the past if exclusive interviews are granted by the President to "trained seals" and "personal favorites." He said the news conference is the bridge over which flows information between the President and the general public. If this system were destroyed, he said, the channel not only would be cut off but exclusive interviews could lead eventually to a reporting only of the news favorable to the President.

Deterioration, Mr. Henle said, has set in because of the wide range of questions—a good many of them insignificant—which are fired pell-mell for the President to answer. Current operation of the White House news meeting elicits information from the President in a "disordered, haphazard manner," he said. The written question, requiring news conference preparation, Mr. Henle concluded, would avoid any trend toward the exclusive interview.

U. OF ARIZONA games in National Invitational basketball tournament at Madison Square Garden aired by KTUC Tucson and Arizona Network, via direct lines from Garden to Tucson.

Canadian Awards

SECOND ANNUAL Canadian Radio Awards under the sponsorship of the Canadian Assn. for Adult Education, Toronto, are to be announced in May. Three times as many entries have been received as last year, a total of 160, including many French-language programs. The largest group of entries are in the "community service" and "social and public issues" categories, with talks, music, drama and children's programs following. Radio committee is headed by Wis McQuillin, radio director of Cockfield, Brown & Co., Toronto advertising agency, and includes T. J. Allard, Canadian Assn. of Broadcasters, Ottawa; Neil M. Morrison, CBC, Toronto; Frank Peddie, representing radio artists, Toronto; and J. R. Kidd, secretary of the sponsoring body.

Faith Is In The Heart and On The Air!

Across the nation . . . in small hamlets or midst city skyscrapers . . . faithful folk eagerly await religious music . . . the rich and comforting music of beloved old hymns, great sacred chorals and anthems, fine gospel quartets and organ interludes. The SESAC Transcribed Library supplies that ever-growing need with THE LARGEST COLLECTION AND VARIETY OF RELIGIOUS MUSICAL SELECTIONS OF ANY LIBRARY IN THE WORLD!

SESAC non-denominational programs welcome all faiths.

☆ ☆ ☆

Trinity Choir of St. Paul's Chapel, New York
Gospel Songs by the famed
Stamps—Baxter Men
Stamps—Baxter Song Fellows
Stamps—Baxter Quartet
Stamps—Baxter Mixed Quartet
Anna Kaskas, Catholic Hymns & Sacred Songs
Choir Girl Trio, Songs of Devotion
Carillon and Organ, Sacred Melodies

Angelus Choir
Gospel Messenger
Organ Meditations
Crusaders Quartet
Crane Calder Choir
Hymnal Harmonizers
Bill Osborne,
Songs of Faith

☆ ☆ ☆

The "Little White Chapel"—a SESAC Script acclaimed by listeners—one of many continuity shows included in the celebrated SESAC Script Service with music from the SESAC Transcribed Library.

Plus

Hundreds of outstanding American Folk—Band—Concert—Hawaiian—Novelties—South American and Spanish renditions included in over 3500 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH!

SESAC, INC.. 475 Fifth Avenue . . New York 17, N. Y.

News

CHARLES POWELL joins WCSI (FM) Columbus, Ind., as news editor and special events reporter. He formerly was with WAOV Vincennes, Ind.

BOB NEAL, for past four years with WGAR Cleveland, as play-by-play announcer of Cleveland Browns football team and sports director, moves to WERE same city, as sports director. Before joining WGAR, he was with WSIM Lansing, Mich.

MacDONALD HOMES appointed director of farm services of CFRN Edmonton. He joined CFRN in 1946 after five years overseas with Canadian Army, is member of Agricultural Institute of Canada, secretary-treasurer of Edmonton and District Agricultural Society, and before war was advertising agency account executive at Toronto.

MRS. FRANCES JARMAN, women's news editor of WDNC Durham, N. C., is winner of women's commentator contest recently conducted by *Wendy Warren and the News* on CBS to select best local news story submitted by woman radio reporter.

PUBLICITY COPY

Oklahoma U. Publishes Guide

PATTERNS OF PUBLICITY COPY. By Stewart Harral. Norman, Okla.: U. of Oklahoma Press. 139 pp. $2.75.

TOP-FLIGHT publicists, the stories they prepare for newspaper publication and the devices they use in preparing their stories, are discussed in this volume, as a guide to writers in this field.

Book is aimed at publicists, students and teachers as a manual for the creation of copy—from the idea, through research, editing and the final draft. The book includes comments on publicity copy writing by George Crandall, CBS director of press information; Sidney H. Eiges, vice president in charge of the NBC press department, and Jim O'Bryon, MBS director of press relations.

RRN Baseball Off

PLANS for feeding New York Yankee baseball broadcasts to the 11-station Rural Radio (FM) Network have been abandoned, Michael Hanna, general manager of RRN and WHCU-AM-FM Ithaca, N. Y. said last week. The plan was shelved at the suggestion of the Yankee management, which questioned the lasting practicability of radio relay feeds by WHCU to other RRN stations. Weather conditions and other factors bearing on reception were involved in the decision, Mr. Hanna said.

LITTLE theatre production of "The Philadelphia Story" in Portsmouth, Ohio, featured Bob Whitaker, newsman and announcer, John Michaels, announcer, and Ann Evans, promotion director, all of WPAY-AM-FM that city.

YOU MIGHT BAG A SIX-FOOT MOUNTAIN LION*—

BUT . . .

YOU NEED WKZO-WJEF TO CAPTURE WESTERN MICHIGAN!

If you're shooting for real penetration in Western Michigan, WKZO, Kalamazoo, and WJEF, Grand Rapids, are the stations to use.

BMB and mail-pull figures prove that this CBS combination has an exceptionally large *rural* circulation.

And within their home cities of Kalamazoo and Grand Rapids, WKZO-WJEF get top Hooperatings year after year.

For Total Rated Periods (Dec. '49-Jan. '50) WKZO actually got a 59.8% Share of Audience and WJEF, 26.5%!

In addition to giving advertisers about 59.7% *more listeners* than the next-best two-station combination in these two cities, WKZO-WJEF cost 20% *less!*

Let us or Avery-Knodel give you all the truly amazing facts. You'll really be impressed!

**J. R. Patterson killed a 276-pound mountain lion at Hillside, Arizona, in March, 1917.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

AAAA, ANA

(Continued from page 26)

will be reviewed that morning in a session to be introduced by Fairfax M. Cone, Foote, Cone & Belding, AAAA vice chairman.

Appearing on the ethics agenda are George Reeves, J. Walter Thompson Co., who will view the Wheeler-Lea act governing advertising content, and Julian L. Watkins, H. B. Humphrey Co., agency copy.

Saturday sessions will include a preview of the new $40,000 sound and full-color animated motion picture on advertising's role in the American free enterprise system. A first draft of the film also will be shown at the ANA meet. Mr. Cone will preside.

Other sessions will cover developments of the advertising research foundation; the new BMB study (No 2.) with Albert Dempewolff, Celanese Corp., and BMB director as speaker; the 1950 census, discussed by Dr. Vergil Reed, J. Walter Thompson Co.; and advertising public relations. Mr. Brockway will review work of the Advertising Council Inc. He is chairman of the council's executive committee. In conclusion Mr. Peabody will trace the attitude toward advertising as reflected in 1941 and the progress it has achieved.

Thursday Sessions

Closed circuit sessions Thursday will begin with an executive session and election of officers and directors, and a proposal to incorporate AAAA as well as an AAAA member group insurance plan. Other discussions will center on agency management problems. Officer and director nominations will be submitted by the AAAA advisory council headed by Thomas D'A. Brophy, Kenyon & Eckhardt, New York.

AAAA board of directors' organizational meeting will be held Thursday at 5 p.m. when the board will elect an operations committee to meet monthly in intervals between board meetings. 1950 association budget also will be up for approval.

Members of the board of governors of the six AAAA regional councils and 13 local chapters will meet Wednesday prior to opening of the convention.

A hospitality committee, headed by Mrs. Clarence Goshorn, will handle arrangements to entertain the 150 ladies expected to attend. Miss Elaine Carrington, radio script writer, will address a ladies' luncheon affair Friday. A ladies' golf tournament for members and guests, with gross, net and foursome prizes, will be held that afternoon.

Opening session of the ANA Wednesday March 29 will go into the theme "What I Expect From Advertising Today." Participants include James J. Nance, Hotpoint Inc., on the top management viewpoint; Ben Wells, Seven-Up Co., on the sales viewpoint, and Philip Liebmann, Liebmann Breweries, on the advertising manager's viewpoint.

A "midget musical" will be entitled "The ANA Hot Springtime Review," featuring the Suzari Marionettes and words by Warwick & Legler.

Sandberg Presides

Wednesday afternoon meeting will be titled "How to Get More Mileage Out of Your Advertising." John V. Sandberg, Pepsodent Division, Lever Bros., will preside. Taking part will be Ward Maurer, Wildroot Co.; Frank T. Hypps, A. Asch Inc.; George Duram, Lever Bros.; Robert Gunning, Robert Gunning Assoc.; Eldridge Peterson, *Printer's Ink;* Robert Gray, Esso Standard Oil Co.

An ANA advertising film, "The Man Who Built a Better Mousetrap," will open the Thursday program. E. G. Gerbic, Johnson & Johnson, will keynote a discussion of the advertising manager's role. Speakers will be William J. Pilat, Russell Allen Co.; John E. O'Brien, Ruthrauff & Ryan; B. K. MacLaury, Bigelow-Sanford Carpet Co.; Wallace T. Drew, Bristol-Myers Co.; William E. Sawyer, Johnson & Johnson.

Problems of industrial advertisers will be taken up Thursday morning with L. Rohe Walter, Flintkote Co., as keynoter. Taking part will be F. F. Gregory, A. O. Smith Corp.; M. Russell Kambach, J. M. Sharp, Aluminum Co. of America; Russell Applegate, Gilbert Miller, DuPont.

A. W. Lehman, managing director of the Advertising Research Foundation, will speak on business paper studies conducted by the foundation. William H. Collins, Dravo Corp., will review results of an ANA survey of industrial advertising.

Thursday afternoon's agenda includes a discussion of ABC by Thomas H. Young, U. S. Rubber Co. Marion Harper Jr., president of McCann-Erickson, will speak on the topic "What Price Television," with a panel discussion following.

Radio and Television Panel will be moderated by A. N. Halverstadt, Procter & Gamble Co. Taking part will be Mr. Harper; Niles Trammell, NBC board chairman; Frank Stanton, CBS president; Leonard Bush, Compton Adv.; A. C. Nielsen, head of A. C. Nielsen Co. Two others will be named later. Panel topics range from TV impact on radio listening to the FCC "freeze" and the prospects for color.

Friday Agenda

Friday morning's program includes a talk on status of advertising by W. B. Potter, Eastman Kodak Co., ANA board chairman. Guy Berghoff, Pittsburgh Plate Glass Co., and David Tibbott, New England Mutual Life Insurance Co., will speak on the public relations campaign to promote understanding of industry and advertising. Fred Willkie, Joseph E. Seagram & Sons, will discuss community relations.

A. O. Buckingham, directing an ANA study of advertising budgets, will discuss his findings. Stuart Peabody, Borden Co., will explain work of the Commerce Dept. Advertising Advisory Committee. Cyrus Ching, U. S. Federal Mediation Director, will review labor.

At the Friday luncheon Philip Graham, publisher of the *Washington Post* (WTOP), will wind up the three-day meeting with an interpretation of national and world events and their impact on business and advertising. The delegates will leave Friday afternoon for the joint session with AAAA.

THAT honorary degree makes Bob Henderson (r), KOIN Portland, Ore., morning man, "doctor of diapers." The D.D. degree was bestowed on Mr. Henderson by John D. Gross, owner of Parkrose Work and Play Pre-School, Portland, in appreciation of the m. c.'s announcements on *The KOIN Klock* which informed snowed-in kiddies as far away as 150 miles that their local schools were to be shut down during a Pacific Northwest blizzard.

NAB Convention

(Continued from page 26)

ton, Ill., is expected to discuss how all four of these services can be maintained profitably.

Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the FM Committee, is scheduled to preside at Chicago. The committee has asked him to discuss FM networking since KOCY-FM feeds a combined AM and FM hookup.

The morning's program is expected to show FM stations how to make money, with supporting case histories to be cited. Speakers will be selected to present both sides of the AM-FM duplication argument. If time permits, a question-answer session will be held.

Among topics to be taken up at the FM session will be a proposal to hold a National FM Week during the summer. This event would not be directly sponsored by NAB but would be designed to bring together all groups and persons interested in development of FM broadcasting for an intensive promotional effort.

KCMO Farm Tour

KCMO Kansas City's 25 "touring farmers," now on a farm inspection swing through Europe [BROADCASTING, Feb. 6], received official welcome to Paris by Mayor George DeGaulle, brother of Gen. Charles DeGaulle, station has reported. After the meeting, KCMO said, each member of the party studied first hand French farming and agriculture conditions and spent a night at the home of a French farmer. KCMO's Director of Agriculture C. W. Jackson is accompanying the tour.

RADIO'S DUTY

Catholic Meet Hits Shows

CHARGE that radio and television programs "are failing to meet their responsibility to the Christian home" was voiced Wednesday in Detroit at the 18th annual convention of the National Catholic Conference on Family Life. Business, radio and television leaders were urged to present more programs with "principles of family life."

Noting that the sponsor "has much to say as to what is put on the air," Richard E. Hobbs, radio chairman of the Detroit Archdiocesan Council of Catholic Men, told the 500 delegates "radio and television fill the need for entertainment, recreation and relaxation for the family, but too often they miss the source of the principle of family life." He added that an increase in strictly religious programs is not necessarily needed, but rather a much greater integration of religious principles into every program.

SERIES of 13 broadcasts, *For the Living*, dramatizing known facts about cancer, currently being carried by WFAX Falls Church, Va.

WLS "School Time" Helps
"Build Better Citizens"
(See Front Cover)
WLS
CHICAGO 7
Clear Channel Home of the National Barn Dance

TWO OUT OF THREE

The 1949 Alfred I. duPont Radio Awards

ONE—to Morgan Beatty, NBC's ace newsman, heard daily at 7:15 p. m. (EST) on **News of the World**, sponsored by Miles Laboratories, Inc. the 1949 Alfred I. duPont Radio Commentator Award for:

Accurate coverage of the day's biggest news stories.

Expert analysis of world and national affairs.

Reliable interpretation of significant events.

Aggressive reporting of the news as it happens.

Consistently excellent gathering and reporting of news by radio.

Just as Morgan Beatty has distinguished himself in 1949... So NBC newsmen and correspondents have always been the recognized leaders in gathering and reporting the news with traditional accuracy and timeliness.

TWO—to our longtime affiliate, WWJ, Detroit, one of the two 1949 Alfred I. duPont Radio Station Awards for:

"**Outstanding** and meritorious service in encouraging, fostering, promoting and developing American ideas of freedom... Loyal and devoted service to the nation and to the community served."

This honor is particularly timely in 1950 as pioneer station WWJ rounds out a quarter century of operation. From its first broadcast, WWJ has been a notable example of American radio at its best.

NBC...America's No. 1 Network

The National Broadcasting Company

A service of Radio Corporation of America

FCC Reorganization

(Continued from page 27)

cies. One group includes the substantive aspects of regulation—that is, the determination of policies, the formulation and issuance of rules, and the adjudication of cases. All these functions are left in the board or commission as a whole.

The other group of functions comprises the day-to-day direction and internal administration of the complex staff organizations which the commissions require. These responsibilities are transferred to the chairmen of the agencies, to be discharged in accordance with policies which the commissions may establish. The chairman is to be designated in each agency by the President from among the Commission members.

Agencies affected by the additional allocation of powers to the chairman include, aside from FCC, the Interstate Commerce Commission, Federal Trade Commission, Federal Power Commission, Securities and Exchange Commission, National Labor Relations Board, and Civil Aeronautics Board.

Other Studies

Meanwhile in its separate staff reorganization into functional units the Commission last week prepared for consummation of plans for a new Common Carrier Bureau effective April 3, to be followed by studies looking to ultimate creation of a Broadcast Bureau and a Safety and Special Services Bureau.

It had not been decided whether the next study would deal with the broadcast of the safety-special services functions. A fourth bureau—Field Engineering and Monitoring—also will be set up, but the division presently handling this work is already established substantially along functional lines and a minimum of reorganization will be necessary.

Linked with the reorganization move, appointments to the new high-level Office of Chief Engineer, Office of General Counsel, and Office of Chief Accountant were announced March 10 [BROADCASTING, March 13].

Curtis B. Plummer, chief of the present Engineering Bureau's TV Division, was named chief engineer succeeding John A. Willoughby, who has been acting chief since January 1948, while the incumbents in the other offices—General Counsel Benedict P. Cottone and Chief Accountant William J. Norfleet—were appointed to the same positions in the realigned organization.

At the same time it was announced Mr. Willoughby will be assistant chief engineer; Harold J. Cohen, assistant general counsel in charge of common carrier division, will head the new Common Carrier Bureau; William K. Holl, acting executive officer, will get permanent status in that post, and Examiner J. Fred Johnson Jr. will be the Commission's Chief Hearing Examiner.

Plotkin Likely Candidate

Harry M. Plotkin, assistant general counsel in charge of broadcasting, who has figured in most major FCC activity in the broadcast field over the past several years, is regarded as the most likely candidate for the important post of chief of the new Broadcast Bureau.

In the establishment of the Common Carrier Bureau, appointment of an assistant to Mr. Cohen and of division heads is expected some time this week or early next. The entire bureau is tentatively slated to establish quarters in Temporary Bldg. 'T", at 14th St. and Constitution Ave., NW, Washington.

BOND DRIVE

Planning Meeting Slated

THE TREASURY Dept's. savings bond campaign and plans for its continued expansion are slated for discussion by Treasury officials and leading broadcasters and telecasters in conferences to be held in Washington this week.

Department officials said about 30 sound broadcasters had been asked to attend a meeting on Tuesday and that approximately the same number of telecasters had been invited to a similar meeting on Wednesday. An industry committee may be formed to help develop campaign policies.

AM WSYR 570 kc.
FM WSYR 94.5 mg.
TV WSYR Channel 5
WSYR
the Only COMPLETE Broadcast Institution in Central New York
WSYR SYRACUSE
AM • FM • TV
NBC Affiliate in Central New York
HEADLEY-REED, National Representatives

EMPLOYE luncheon followed by a show featuring old-time entertainment, was part of the celebration occasioned by WLW Cincinnati's 28th anniversary, March 2. James D. Shouse (l), board chairman of the Crosley Broadcasting Corp., cuts the cake for Rheiny Gau (center), entertainer who made the first broadcast under the WLW call letters, and Robert Dunville, president of Crosley Broadcasting.

Nielsen

(Continued from page 27)

single film the minute-by-minute listening to four different receivers (either radio or TV or both). No special wiring is required as each receiver uses the electric light lines to transmit its signals to a single master recorder, which may be located in the basement or any other part of the house.

Many of the new mailable Audimeters have already been installed in radio homes throughout the country, and the New York Nielsen TV Index has relied largely on this new type since inauguration of the service in August 1949, thereby cutting report delivery time by 60%.

As his service grows, Mr. Nielsen hopes to reveal to the industry more clearly the folly of *percentage* ratings. To comply with established custom, he shows percentages, but also the total number of radio families they represent.

"The only true circulation of a program is the number of families reached," he believes. "Radio is reaching and selling families, not abstract percentages. Unless a percentage rating can be projected to a number of families, it is nothing more than an arbitrary index of questionable value."

NRI Figures

He puts forth strong arguments for NRI's day-by-day and week-by-week coverage, citing the fact that a certain program on WATV (TV) Newark is 57% higher during the second and fourth weeks than during the first and third weeks of each month. And during the latest four weeks *Chevrolet Theatre* received New York TV Nielsen-ratings which fluctuated in a range of more than 2 to 1, viz: 13%; 27%; 20%; 27%.

Another sponsor recently boasted of a weekly average of 18% of the television audience for his five-day schedule. Day-by-day reports showed that he had 20% Monday, 33% Tuesday, 15% Wednesday, 4% Thursday and 17% Friday. The big Tuesday increase was because the program preceded a "hot" show on the same network, and audiences tuned in early. Thursday's low rating was because there was a good show opposite him on another network.

Mr. Nielsen released to BROADCASTING a current study showing that for January total radio usage per home per day averaged about 10% less than in January 1949 (based on an area representing 63% of the U. S.). The outstanding decline occurred during evening hours in metropolitan areas, where the TV impact is greatest. A 23% loss in metropolitan evening radio usage (in the 63% area) reflects a continuation of the sharp downward trend in evidence during the closing months of last year, he noted.

A study of national radio-television usage trends among all radio homes shows that in January, 2-5 p.m. (New York time), 26.8% of the homes were using radio as compared with 24.9% in December —1.8% were using TV as against 1.2%. TV's share of total radio-TV audience was 6% in January and 5% in December. From 5 to 8 p.m. radio usage in January was 32.5 vs. 30.2 in December—TV usage 4.8 vs. 4.2. TV's share of the total was 13% in January as compared to 12% in December. Radio usage from 8 to 11 p.m. was 36.4 in January, 34.2 in December —6.9% of homes used TV in January vs. 6.1% in December. TV's share of the total time was 16% vs. 15.

During January, Mr. Nielsen said, combined hours of radio and television usage per total radio home per day totaled 5 hours, 11 minutes as compared with 4 hours, 54 minutes in December; 4.38 in November, and 4.26 in October. Television, October to January inclusive, took 16, 18, 23 and 27 minutes of the day. Radio moved from 4 hours, 10 minutes in October to 4.20 in November, 4.31 in December and 4.44 in January.

BMB's Successor

(Continued from page 23)

ments that might be done by BAM were a subject for future discussion.

Present at last Wednesday's meeting at BMB headquarters, New York, were: For NAB: Justin Miller, president; Henry P. Johnston, WSGN Birmingham; Charles Caley, WMBD Peoria; G. Richard Shafto, WIS Columbia, S. C.; Calvin J. Smith, KFAC Los Angeles; Mr. King, Mr. Mason, Mr. Petty and Mr. McCollough.

For ANA: Paul B. West, president; M. L. McElroy, ANA; Lowry Crites, General Mills Inc., and Henry Schachte, The Borden Co.

For AAAA: Frederic R. Gamble, president; Kenneth Godfrey, AAAA; Carlos Franco, Kudner Agency Inc., Leonard Bush, Compton Advertising Inc., and Linnea Nelson, J. Walter Thompson Co.

GAMES of Birmingham Alabama Barons baseball club will be aired this season exclusively by WSGN Birmingham, Mon.-Thur. and Saturday. Friday and Sunday games will be broadcast by WAPI Birmingham.

WPIX *First* Television Station in America to win The du Pont Award

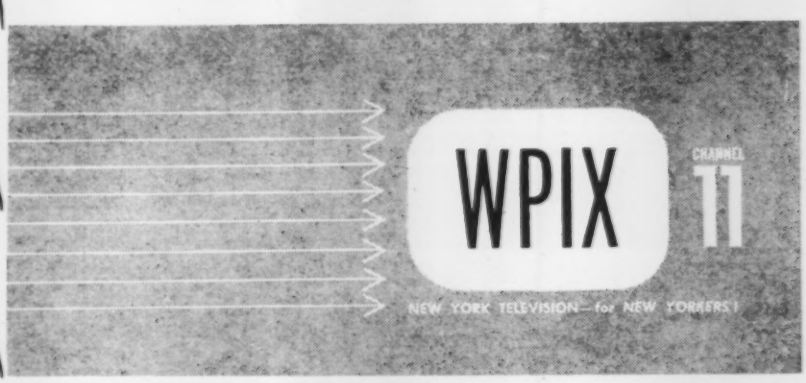
WPIX has received the Alfred I. du Pont Award for "outstanding public service . . . through the television presentation of current news and events."

WPIX is pleased with the recognition and proud to serve the public interests of the largest city in the world.

"TelePIX Newsreel" 6:30 P. M. and station closing daily, except Saturdays.

"News on the Hour" 7 P. M. and station closing daily.

THE NEW YORK NEWS TELEVISION STATION



License Fee Bill

(Continued from page 25)

stations is the most costly function performed by the Commission."

Following group of FCC activities were shown by the agency for which charges might be made:

"(1) Radio application filings, (2) applications for authorizations under Title II of the Communications Act and Cable Landing License Act, (3) continuing regulatory or 'servicing' activities, (4) inspections, (5) equipment tests and approvals and (6) miscellaneous filings — which would cover such items as petitions, motions, appearances and similar papers filed chiefly in connection with the conduct of hearings."

On radio regulatory functions, the FCC suggested that "charges might be assessed on a yearly basis or might be required in connection with applications for licenses and renewals of licenses." In regard to equipment tests and approvals, the Senator said his committee was interested particularly in the "advantage to a manufacturer."

FCC Plans Survey

The FCC told the committee that it plans to survey the matter of charging fees "in other instances of issuance of licenses and in the rendition of other services" but that the current reorganization of the Commission has held up progress.

In its report to the committee, the FCC said a proposal had been advanced in Congress in 1932 in the form of an amendment of the Radio Act of 1927. That would have set a definite schedule of charges to be made by the then Federal Radio Commission. The bill never cleared the Senate committee which studied it, the FCC said.

Meanwhile, a spokesman for Rep. King emphasized that the congressman's requested study by the Treasury Dept. would hinge on Congressional aproval. Then would come the subsequent reporting of recommendations by the Treasury Secretary, hearings by the committee and a final draft of legislation. At that rate, the spokesman said, concrete proposals "are a long way off."

Evidence that some radio-informed members of Congress were not over-excited or over-concerned about the license tax proposals was seen last week. Sen. Ed. C. Johnson, chairman of the Senate Interstate and Foreign Commerce Committee, said: "That tax thing has been kicking around a long time."

While the California newspaper publisher who suggested the license-tax plan was not identified it is known that John A. Kennedy, editor and publisher of the *San Diego* (Calif.) *Journal*, had proposed a charge for the issuance of FCC licenses and for other government services [BROADCASTING, Jan. 9]. Mr. Kennedy wrote in his newspaper that there was no reason why the FCC could not charge for the license services it renders "to more than 2,000 broadcasters on the air."

Mr. Kennedy, who is part owner of WSAZ Huntington, W. Va., and former operator of the West Virginia Network, had emphasized that broadcasters are in business "not only as a public service but obviously because radio appeals to them as a pleasant way of earning their bread and butter." These sentiments have been echoed on Capitol Hill by proponents of station license fees.

CBS OFFICIALS and agency executives at recent gathering in Chicago congratulate Wendell Campbell (r) on his appointment as western sales manager of CBS [BROADCASTING, Feb. 20]. L to r: J. L. Van Volkenburg, CBS vice president of network sales; Frank Stanton, CBS president; Judge John A. Sbarbro, Superior Court; H. Leslie Atlass, vice president, CBS Central Division, and Mr. Campbell.

WCFM (FM) ELECTS

D. C. Outlet Lists Officers

LOUIS H. BEAN, of the office of the Secretary, Dept. of Agriculture; Tilford Dudley, assistant director of the CIO Political Action Committee, and J. C. Turner, vice president of the Central Labor Union, AFL, have been elected to the board of directors of the Cooperative Broadcasting Assn., owner and operator of WCFM (FM) Washington, it was announced last week.

Re-elected to the board were: Wallace J. Campbell, C. Edward Behre, Mrs. Leon Henderson, Simon H. Newman, Paul R. Ashbrook, Leon Berkowitz, Gardner Jackson, Robert Morrow and Robert N. Nathan. New officers of the association elected by the board are Mr. Campbell, president; Mr. Behre, vice president; Mr. Newman, treasurer, and Mr. Dudley, secretary. Cooperatively owned, WCFM is now in its second year on the air.

CANADA RADIO

New Review Includes CBC

CANADIAN broadcasting, and especially the Canadian Broadcasting Corp., will be reviewed by the present Canadian Parliament at Ottawa, with announcement that a 25-man radio committee is being established.

Revenue Minister J. J. McCann announced in the House of Commons at Ottawa that the committee will report "observations and opinions" on the annual reports of the CBC, will review aims of CBC, and the impart of its regulations, as well as its future developments, revenues and expenditures. Private broadcasting interests, who are governed by CBC regulations, are expected to be heard. The Parliamentary Radio Committee will consist of 17 Liberals, 5 Progressive-Conservatives, 2 CCF (socialists) and 1 Social Credit party member.

HOUSE HEARINGS

May Resume in Mid-April

THERE is strong feeling on Capitol Hill that the House Interstate and Foreign Commerce radio subcommittee will come to life about mid-April, it was learned last week.

Rep. Robert Crosser (D-Ohio), the committee chairman, told BROADCASTING he is anxious to see pending communications problems cleared away by the group as soon as possible. The subcommittee has indefinitely tabled hearings on proposed radio legislation [BROADCASTING, March 6].

At the same time, it was indicated Rep. A. L. Bulwinkle (D. N. C.), ranking Democrat on the House committee next to Rep. Crosser, plans to return to Washington to take an active part in committee proceedings following the Easter recess of the House slated for April 6-18. Rep. Bulwinkle originally headed the subcommittee before his illness about a year ago.

Chairman Crosser said that if Rep. George Sadowski (D-Mich.), who has been acting chairman, is unable to continue leadership of the subcommittee following the recess, Rep. Dwight L. Rogers (D-Fla.) in all probability would replace him. However, should Rep. Bulwinkle wish to direct the group's activities, it is presumed that Mr. Rogers would step aside.

Proceedings Delayed

The delay in committee proceedings, accentuated by Rep. Sadowski's prolonged illness, has put into effect a slow down in radio legislation that was expected to result from President Truman's appointment of a new Communications Policy Board. The Michigan Congressman now is not expected to take up his office duties for at least another two weeks. Mr. Crosser emphasized his desire to have Mr. Sadowski pilot the subcommittee through the remainder of the session, but the latter's illness has placed a damper on that hope.

The Congressional group's schedule that lies dormant includes consideration of the pending Sadowski Bill (HR 6949) to set up an overall frequency allocations board; the Senate-passed McFarland Bill (S 1973) to reorganize FCC procedures, and the new Sheppard Bill (HR 7310) to require licensing of networks. Also waiting upon Rep. Sadowski's green light is his prepared bill realigning FCC procedure supposedly modeled after FCC's answer to the pending McFarland Bill [CLOSED CIRCUIT, March 13; BROADCASTING, March 6].

Alfonso Johnson

ALFONSO JOHNSON, 60, executive secretary of the Southwestern Assn. of Advertising Agencies and a former president of the Dallas Advertising League, died March 7 following a heart attack.

ASSOCIATION OF AMERICAN RAILROADS
TRANSPORTATION BUILDING
WASHINGTON 6, D. C.

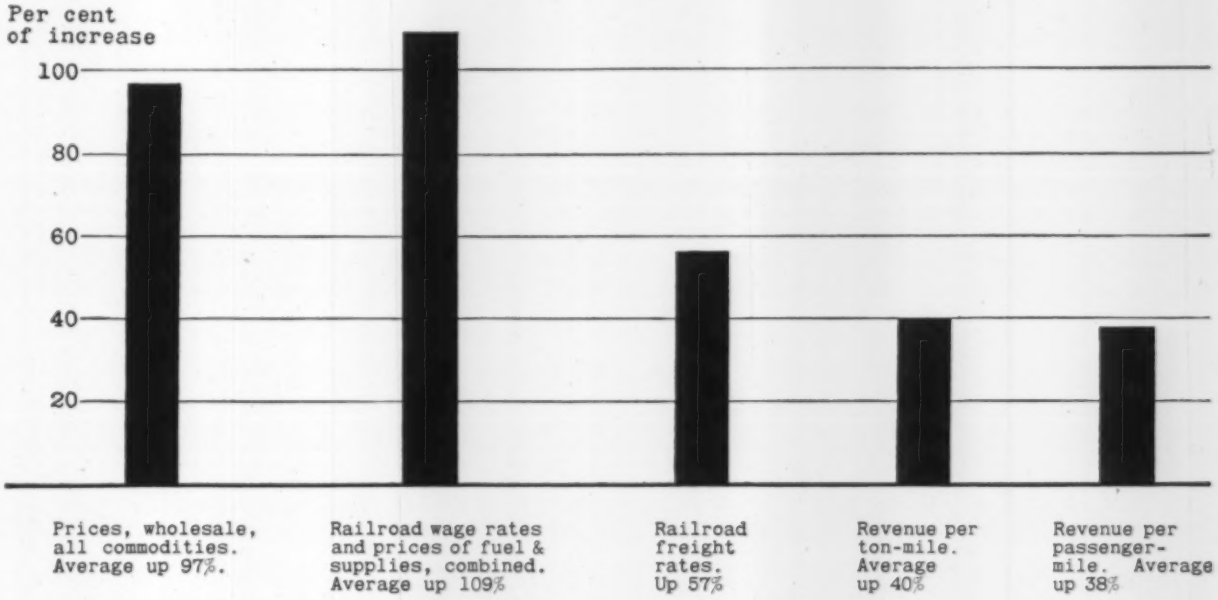
WILLIAM T. FARICY
PRESIDENT

March 8, 1950

To the PRESS and RADIO:

Subject: COMPARING PRICES

Railroads get more now for moving freight and passengers than they did before the war, of course, but when compared with prices of other things railroad charges are relatively lower -- not higher. Here's the picture, comparing current prices, rates and revenues with those of 1939:


Per cent of increase
100
80
60
40
20
Prices, wholesale, all commodities. Average up 97%.
Railroad wage rates and prices of fuel & supplies, combined. Average up 109%
Railroad freight rates. Up 57%
Revenue per ton-mile. Average up 40%
Revenue per passenger-mile. Average up 38%

Railroad rates would have had to be higher today but for the way in which railroads have held down costs through more effective utilization of manpower, materials and machinery in producing transportation.

These gains in efficiency have resulted in cumulative savings running into the billions of dollars, which have been passed on to the public. Such savings are due partly to increases in traffic volume, and partly to improved methods made possible by heavy investment in better railroad plant and equipment. What has been done in those directions points the way -- the only way -- to still better service in the future, produced at the lowest possible cost and sold at the lowest possible rates.

Sincerely yours,

William T. Faricy

COMPLETING arrangements which would give him ownership of KRSC Seattle is Sheldon F. Sackett (seated), West Coast broadcaster and newspaper publisher. With him are Ray V. Hamilton (l), partner in Blackburn Co., media brokers, who handled negotiations, and John P. Hearne, San Francisco attorney for Mr. Sackett. Transfer of control from P. K. Leberman and associates, at a price of $112,000, is subject to FCC approval [BROADCASTING, Dec. 26, 1949]. **Mr. Sackett is president of KROW Oakland, Calif.; KOOS Coos Bay, Ore., and KVAN Vancouver, Wash.**

LIBEL ISSUE

Philadelphia Court Upholds Port Huron Decision

A RADIO broadcaster is not liable for libel in the broadcast of an uncensored political speech, a Philadelphia federal judge ruled last week. The case involved KYW Philadelphia (Westinghouse Radio Stations Inc.) fight against a libel suit brought against it and four other stations by Attorney David H. H. Felix, of Philadelphia [BROADCASTING, Feb. 20, 6].

Judge Kirkpatrick's ruling, dismissing the complaint lodged against KYW, in effect upheld the FCC's famous Port Huron decision which held a station may not censor a political broadcast even if it contains libel.

Mr. Felix had charged in his complaint filed with the Federal District Court in Philadelphia last November that all five stations on Oct. 24, 1949, and/or on Oct. 25, 1949, aired a political speech which allegedly was a "false and malicious publication by broadcast." The other stations were WCAU, WFIL, WPEN and WIBG.

Viewpoint Upheld

KYW's counsel contended that there is no liability on the stations involved under Section 315 of the Federal Communications Act of 1934 which prohibits federal censorship of a political speech. The judge upheld this viewpoint. He said:

"If in view of this Section (315), this defendant could not have censored Mr. Meade's speech in any way . . . without violating the law, then it follows that it was without fault in the matter of the broadcast."

In regard to the Port Huron decision, Judge Kirkpatrick said it gives "fair notice that any violation of the Act in the matter of censorship of political addresses means, in all probability, loss of the station's license and the consequent extinguishment of its business." Therefore, the judge said, the broadcaster could not censor the speeches without violating the law.

He continued:

"The plaintiff contends that the provision of the Act which withholds the power to censor political addresses applies only to speeches made by the candidates for office. If this is so then the defendant would have been free . . . to blue-pencil it (the speech) or to refuse it altogether and would have been fairly chargeable with fault had it permitted defamatory matter to go out from its station."

In upholding the meaning of Section 315 of the Communications Act, Judge Kirkpatrick said: "If a candidate for office who authorizes another to make an address in the furtherance of his campaign for office does not thereby 'use' the station within the meaning of the law, the purpose of Section 315 fails. That Section manifestly was enacted in order to safeguard one of the most important features of the democratic process, namely, the opportunity of the people who are going to vote for candidates to hear a full and free discussion of both sides of the issues which affect their choice."

Mr. Felix had asked $50,000 in damages from each of the stations involved.

Okla. U. Meet

(Continued from page 29)

gives us life, and which will give hope and comfort to those friends abroad whose strength in opposing tyranny will be equal to our determination to uphold liberty, and this in a spirit which, at the same time, gives warning to the slavers who are eagerly watching for any sign of our lack of vigilance, for any of our false steps."

Opening sessions on Sunday included, in addition to the school broadcasting demonstrations, addresses by Dr. Whan, who discussed "10-Watt FM Transmitters for Schools," and Mr. Mabrey, who spoke on "University Telecasting on Commercial Stations."

Pointing to the important role the university can play in television, Mr. Mabrey expressed the opinion that the university can improve the relations between stations and audiences by having an adviser familiar with the stations' problems. He added that the university can aid in setting the caliber of the shows, particularly in regional plans, and help the public get acquainted with some of the possibilities of television work so they will expect more when the national hookups come through.

Speaking of the threats of FM broadcasting passing out of the picture and of television wiping out AM and FM, Dr. Whan advised his audience of students and visitors to "look at the possibilities of the immediate present and what is there." The FCC, he stated, has changed and liberalized the rules and provided for the licensing of educational institutions for 10 w, although the main objection to schools using FM now seems to be that it costs too much. The only thing the FCC wants to know, according to Dr. Whan, is how much programming the station does, so if they are not using their time, the station can be given to some other institution.

Theatres Push TV

Turning to television during the Tuesday afternoon session, Mr. Bacus said that in competing with the movies, video in his area has been pushed from the start by Interstate Theatres of Texas.

In his address on "Sales, Service and Showmanship," Mr. McAlister noted that "broadcasting is a business; the shining light in radio is business." He went on to say that the one thread that links success with radio "is your ability to be human."

At Monday's news clinic, Mr. Drake suggested: "You can bring your listeners the voices of the people in the news, thanks to tape and wire and beeper. How about a recorded interview with an eye-witness of some event? How about a tape with the city engineer telling your listeners how soon they can start using that new stretch of paving? We've made a fetish of on-the-spot reporting."

Giving a solution to the economic problem that plagues small station managers in gathering local news, James L. Todd, news director of KSIW Woodward, Okla., said: "Make every employe you have a news reporter 24 hours a day."

In his address on "What a Station Expects of Prospective Employes," Paul Brawner, program director of WKY Oklahoma City, cited health first, for "radio is a demanding occupation." He placed education next and remarked that education and character go hand-in-hand. He stressed that students should learn all about the English language in order for it to be a better tool and for use in ad lib programs.

'Don't Remain Static'

Monty Mann, of Ray K. Glenn Advertising Agency, Dallas, Tex., cautioned his listeners: "Don't ever permit yourself to remain static in advertising, but don't overlook the fact that it depends on you."

Other speakers on employment at the Oklahoma conference included T. M. Raburn, president and general manager, KGYN Guymon, Okla., and Maybelle Conger, Central High School, Oklahoma City.

In addition to Mr. McAlister, speakers on sales and market problems included: Webster Benham, commercial manager, KOMA Oklahoma City; Pat Murphy, KSMI Seminole, Okla.; James R. Curtis, KFRO Longview, Tex.; Lowe Runkle, Oklahoma City advertising man; Ernest Watson, manager of KBIX Muskogee, Okla; and Clem Sperry, advertising director, Oklahoma Tire & Supply Co., Tulsa.

The television seminar also was addressed, in addition to Mr. Bacus, by Dave Pasternak, promotion manager of KSD-TV St. Louis; F. M. Randolph, KOTV Tulsa; Hoyt Andres, WKY-TV Oklahoma City.

Tuesday Session

The dinner on Tuesday, bringing the conference to a close was addressed by Mr. Tower and Norman R. Glenn, editor and president, *Sponsor* magazine. Conference sessions were chairmaned by William Morgan, owner and general manager, KNOR Norman; Mr. Benham; Martin B. Campbell, general manager, WFAA Dallas, and Lawrence H. Snyder, dean of the Oklahoma U. graduate school. The news clinic was organized by Willard L. Thompson, School of Journalism, Oklahoma U.

KSL-AM-TV Salt Lake City was presented three gold awards and three honorable mentions for outstanding programs at annual 1950 awards banquet of Salt Lake City Advertising Club.

XUM

MARCH 20, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

"tell me, Philip:

Anything new on tv, in New York, during 1950?"

"New? Why, old fellow, there's something sensational! Haven't you heard?"

"Why, no—do flutter it out . . ."

"WOR-tv—and *only* WOR-tv
on channel 9, in New York,
will carry the
BROOKLYN DODGERS' GAMES
IN 1950!"

"Hah—a thing called baseball, no?"

"Baseball? That's an understatement, old man. It's AMERICA! It's one of the greatest things that'll happen in the Spring, except—well, maybe a second choice called love."

"Well, Philip, you can combine, can't you?"

"Certainly can, old boy—both go together—but if I were a sponsor, or his advertising agent, I'd pick some stuff *now* around the games, or on the station that's carrying one of the biggest things in tv for 1950—the DODGERS' BASEBALL GAMES on

WOR-tv

channel 9, in New York"

ADVERTISERS: Now, you can buy Hollywood-produced, audience-tested, high-Hooperated TV shows on a spot basis at prices you can afford!

One of *Paramount's* TRANSCRIBED SHOWS: 15 minutes, five-times-weekly, open-ended for commercials. Film-recorded as broadcast over KTLA, Los Angeles, since January 1949. Syndicated throughout U.S. . . . **with some good markets still open.**

RATINGS: December-January Hooper for Los Angeles—32.4 average weekly Telerating, with 60.6% share-of-TV-audience. January Tele-Que rating: 35.3. "Emmy" Award, "Best Children's Show, 1949," Academy of TV Arts and Sciences. "Top Children's Show, 1949" **Tele-Views** Popularity Poll. Citation: "Best Kid's Show, 1949," by Southern California Association for Better Radio and Television.

FORMAT: The whimsical adventures of a high-spirited youngster called Beany, usually aboard the "Leakin' Lena." The cast (all unusual plastic hand puppets) includes those pictured above: Hopalong Wong, a cheerful Chinese cook; Beany; Uncle-Captain Horatio Huffanpuff; Honey, a friendly bearcub; Cecil, a versatile but frequently seasick sea serpent and Mr. Nobody, a chatterbox invisible to everyone. Also, Dishonest John, sly trouble-maker; Susie, a pigtailed cutie; and Clownie, a circus stray.

RESULTS: Beany's Los Angeles sponsor, Budget Pak, Inc., offered a plastic toy, "Train of Tomorrow," for 50¢ cash and wrapper from 19¢ or 29¢ candy item. This self-liquidating premium, in the *10 weeks* from September 12 to December 2, 1949, *pulled 84,000 replies*—a looker-listener cash outlay of $64,680 of which $42,000 was cash remitted, $20,160 spent for candy, and $2,520, postage.

Paramount transcribed programs are available to advertisers in one or all TV markets on a spot basis. Also available to TV stations with privilege of resale to local advertisers.

KTLA Studios • 5451 Marathon St., Los Angeles 38, Calif. • HOllywood 9-6363
New York Sales Offices • 1501 Broadway • BRyant 9-8700

KTLA Paramount Television Productions Inc.

A SERVICE OF THE PARAMOUNT TELEVISION NETWORK

A Service of Broadcasting Newsweekly

TELECASTING

National Press Bldg. Washington 4, D. C.

MARCH 20, 1950

BROADCASTING, Telecasting $7 annually, 25c weekly

ASCAP LICENSING CHANGES

TV, Radio Benefits Seen

INDUSTRY attorneys last week were pondering the effects of ASCAP-government anti-trust consent agreements which direct changes in ASCAP licensing methods covering television stations, as well as sweeping organization reforms within the society itself.

Two judgments completed last Wednesday in U. S. District Court of New York and announced by the Justice Dept., would require ASCAP to offer telecasters and motion picture producers, upon request, a single license for all performances of a motion picture or an entire network telecast. Fees would be paid by producers instead of theatres.

While attorneys have not fully analyzed the provisions of the agreements, which in effect serve to abandon the government's anti-trust prosecution, many felt the action would prove beneficial to radio and television and afford greater freedom of music on films.

In any event, TV stations now may clear "at the source" with ASCAP for use of motion pictures and music on network programs. Heretofore they found it necessary to negotiate with individuals.

Announcement 'Ambiguous'

Some legal experts thought the government announcement "ambiguous in many respects" and that a good deal of objective analysis would be necessary before the effect of the action could be properly evaluated.

The government announcement, by Atty. Gen. J. Howard McGrath, came almost simultaneously with resumption of negotiations between ASCAP and a TV broadcasters committee on the per program licenses covering use of ASCAP music on television. ASCAP officials had been working out details of the consent decree since last December when the group last met.

Generally, it was felt that the new decree carries forward the spirit of provisions of the 1941 order, and takes recognition of the principle that the telecaster shall not be influenced by ASCAP as to choice between blanket and per program licenses.

Additionally, attorneys feel the agreement serves to clarify the definition of broadcasting as a separate distinctive art by specifically adding provisions covering TV stations.

Imposes Restraints

The judgments enjoin and restrain ASCAP from "requiring or influencing" a broadcaster or telecaster to negotiate for a blanket license before bargaining for a per program license.

Fee issued by ASCAP to an unlicensed telecaster or broadcaster for a per program license should take into consideration the "economic requirements and situation" of stations which air "relatively greater percentage" of sustaining programs and few commercial announcements.

The objective, the judgment pointed out, should be a "genuine economic choice" by stations between the per program and blanket licenses.

The fee, for both commercial and sustaining programs, at the option of ASCAP, requires payment of a specified amount for each program using ASCAP composition or be based:

(1) In the case of commercial programs—upon the payment of a percentage of the sum paid by the sponsor of such program for the use of the broadcasting or telecasting facilities of such radio or television broadcaster, or;

(2) In the case of sustaining programs—upon the payment of a percentage of the card rate which would be applicable for the use of its broadcasting facilities in connection with such program if it had been commercial.

The second judgment supersedes the 1941 consent decree which followed radio's revolt against the society's exorbitant demands and resulted in reorganization of the society. The new action also would revise ASCAP's internal organization; prescribe how ASCAP will deal with commercial users of its music; require ASCAP to make changes as to eligibility for membership, conduct of its elections and distribution of its revenue; prohibit ASCAP from suing motion picture exhibitors; and cease practices tending to monopolize licensing of foreign music in this country.

The "International Cartel" phase, covered in the first judgment, could conceivably have some long-range effect on broadcasters and telecasters who might contemplate use of British, French and other foreign musical works. ASCAP is ordered to "terminate all arrangements" which have given it exclusive control in the United States.

Herbert Bergson, assistant attorney general, in an accompanying

(Continued on Telecasting 14)

COLOR HEARING ENDING

Seen This Week

FCC'S COLOR TV hearing swung sharply into the home stretch last week as Acting Chairman Paul Walker spurred witnesses and counsel to keep testimony and "clarifying" examination to the point and color proponents vied to get in "last licks." Developments at the Wednesday-Thursday-Friday sessions included:

● Expectation that the direct case may be completed by the end of next week and report that the cross-examination estimate had been pared to about 30 hours.

● Announcement by CBS that it has developed a dot sampling, horizontal interlace technique for its system which "doubles" overall resolution and increases horizontal definition to "full 525 lines." It does not solve the compatibility problem. RCA promptly called this an admission of CBS system's "weakness" and evidence of "superiority" of RCA's compatible, all-electronic system (See story TELECASTING 13).

● Revelation by Philco it has single tri-color tube of its own in the laboratory on which "pictures" have been viewed, although no other details were given. The firm claimed it's still too early to set color standards and said more development should be allowed.

● Further Commission questioning of witnesses on the desirability of establishing multiple color standards covering all major systems brought general opposition to such a plan.

The hearing appeared to be moving into the last lap as only a half-dozen further witnesses still were to appear for direct testimony by last Thursday night. Celomat Corp., New York plastics fabricator admitted to the proceeding just a fortnight ago [TELECASTING, March 13], was expected to testify Friday about the $9.95 color converter it has developed for the CBS system.

AT&T To Appear

American Telephone and Telegraph Co. and Western Union Telegraph Co. are to appear to present a summary of existing and forthcoming television relay facilities. Dr. G. H. Brown, research engineer of RCA Labs. Div., is to present additional technical data relating to noise levels and other similar problems while CTI indicated it may have brief additional evidence. Both CBS and NBC are scheduled to give details on color programming problems.

The hearing is slated to run this week also on Wednesday, Thursday and Friday. It was hoped cross-examination would begin next week.

Meanwhile, the Commission denied the petition of Packard-Bell Co. to appear at the hearing and testify on its concern over the potential "monopoly" situation in the color manufacturing field [TELECASTING, March 13]. FCC indicated that Packard-Bell, Los Angeles set manufacturer, has no "substantial scientific data" to contribute.

CBS led off the hearing last week week with further testimony by Dr. Peter C. Goldmark, its engineering and research department director. The inventor of the CBS system stated inclusion of the horizontal interlace principle in his field sequential system is a refinement which can be added after proper field testing and would not affect standards CBS already has sug-

(Continued on Telecasting 11)

IN THIS TELECASTING . . .

TV, Radio Benefits Seen in ASCAP Changes 3
End Seen in Color Hearings 3
Eastern-Columbia Spreads its Fame to TV 4
Coy Lists Alternatives in Color Issue 14
Johnson Urges Composite Color 14

DEPARTMENTS

Film Report 10
Telerama 6
Telestatus 8

Eastern-Columbia Adds Television to Its Air Success

By DAVE GLICKMAN

WITH 15 years of radio and more than 101 straight weeks of television advertising to its credit, Eastern-Columbia, Los Angeles department store, has parlayed its trade name via audio and video into one of the best known in American retailing.

Utilizing a catchy singing commercial with hard selling copy, plus shrewd time buying and promotion, this 58-year-old firm has built that trademark into one of the nation's outstanding success stories.

Tick, Tock, Tick, Tock,
Time To Shop
At Your Downtown Department Store
Eastern-Columbia, Broadway at 9th,
Eastern-Columbia, Broadway at 9th.

A simple little jingle, but it has caught the public fancy in the past five years of consecutive multiple daily use as an audio signature. And this radio merchandising formula has been potently adapted to video since Eastern-Columbia started using that medium more than 101 weeks ago. Many a network star, such as Jack Benny, Frank Sinatra, Eddie Cantor and Dennis Day, also helped to enhance the value of the firm name by gagging the jingle on their weekly program.

Separate Stores

From its founding in 1892 until the late 1930s, Eastern and Columbia were two separate home furnishing and apparel stores, connected only through similar ownership.

In 1931 the first move toward their eventual merging came with completion of the present 14 story building on corner of Broadway at 9th St., in downtown Los Angeles, now a landmark because of the big clock and tick-tock chimes in its majestic tower. Housed under the same tower, the stores still did business as Eastern and The Columbia.

Consistent users of newspapers, Eastern and Columbia had on occasion used spot radio to advertise locally. There was no regular schedule and no way then to check results.

Then, in 1935, Edward C. Stodel, head of Stodel Advertising Co., servicing the account, convinced J. M. Sieroty, now president and general manager, and James P. Scyster, advertising director, that radio should be employed as a regular direct selling medium.

That was 15 years ago when the firm utilized a weekly quarter-hour Hollywood news and star interview program on KFI. The original $118 weekly radio appropriation has since grown to more than $1,000 per week.

Stodel's Aims

After joining of the two firms into a full-fledged department store under name of Eastern-Columbia, in early 1939, it became one of Stodel's prime tasks to make radio accomplish three vital assignments: (1) Identify Eastern-Columbia as a complete major department store; (2) make its "off-the-center-of-town" location, corner Broadway at 9th, a byword among shoppers; (3) sell downtown Los Angeles shopping to a highly decentralized community.

Stodel's perfection of the Eastern-Columbia jingle, currently sung by the Sportsmen from Jack Benny's CBS show, not only accomplished that mission, but has today made it a nationally known institution, referred to often by advertising men and retailers for its phenomenal success.

But through the years, while the 10-second Eastern-Columbia jingle became the symbol of the perfect radio signature, that firm completed the formula with 10-seconds (approximately 25 words) of hard-selling, live product copy. This compact package is presented on a permanent schedule, at select premium time, on the four major network Los Angeles stations—KNX KFI KECA KHJ.

Following three years of preliminary study and experimentation, Eastern-Columbia got its first taste of television in February 1948 when Stodel convinced executives of the firm they should utilize facilities of KTLA (TV), then the only Los Angeles TV station operating commercially.

Formula Set Up

Stodel advised Eastern-Columbia to make its initial step into the new medium along the following lines: (1) Adapt to TV as closely as possible its successful radio formula (in other words, create an audio film version of the original tick-tock jingle to precede all commercials); (2) start with one or two choice spots in order to experiment with display methods, production technique and customer reaction.

At first Mr. Sieroty voted to delay the venture on grounds that the then 9,500 set ownership was too small in comparison to a major Los Angeles newspaper's 450,000 circulation. However, a few weeks later when a major TV set manufacturer offered Eastern-Columbia the opportunity of co-op sponsorship of two wrestling and boxing telecasts on KTLA, Mr. Sieroty gave approval. Thus started the store's more than 101 weeks of consecutive commercial telecasting.

Jingles on Film

Calling in a well-known maker of motion picture trailers, Stodel created a 10-second version for television of the Eastern-Columbia jingle signature used on radio. With aid of a special Zoomar lens, the big Eastern-Columbia building is panned from the well-known clock tower to street level entrance, in perfect synchronization to the singing jingle. As the last "Eastern-Columbia, Broadway at 9th," is sung, the camera reaches the front doors of the building and then dissolves into the particular store department to be featured, ready for selling.

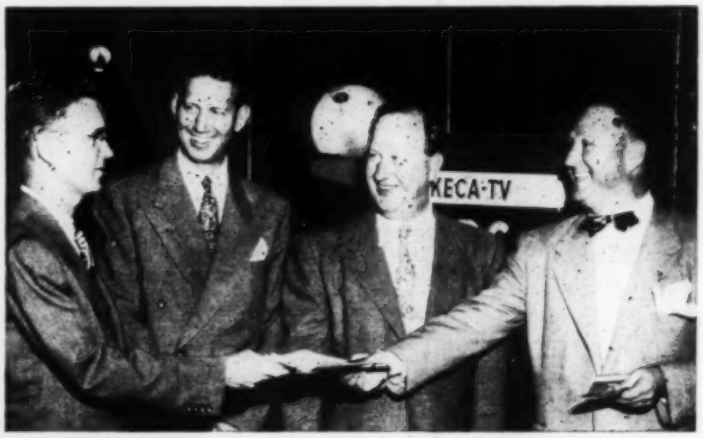
With the initial telecast, immediate and favorable high unit sales results were achieved. Five television sets were sold.

Pleasantly surprised by the response, Mr. Sieroty and Advertising Director Scyster immediately approved scheduling of two permanent participation announcements weekly in *Shopping At Home* on KTLA.

Preparations Made

Intense study and preparation were made to determine the best methods of display, proper backgrounds and settings, camera angles and modeling. Significant to the amount of effort expended by the Stodel staff to make these first announcements a commercial success is the fact that three other major department stores using the same program at that time apparently were not encouraged enough to stay on. They discontinued using television advertising for

* * *



BACKSTAGE at KECA-TV are (l to r) Robert Laws, ABC Western division sales manager; James P. Scyster, advertising director, and Julian Sieroty, president, respectively of Eastern-Columbia, Los Angeles department store; Edward C. Stodel, head of Stodel Advertising Co., agency.

COMFORT and beauty, the former quilted, teamed up in this one-minute commercial that drew a voluminous response by mail and telephone after a telecast for Eastern-Columbia.

APPAREL of cooperating manufacturers was modeled by "The Rythmaires" vocal group on the twice-weekly 15-minute *Campus to Campus*, musical revue of Eastern-Columbia on KECA-TV.

* * *

nearly a year, Stodel said.

On the first four participations, Eastern-Columbia, in cooperation with leading appliance manufacturers, demonstrated heavy merchandise. It was also the initial television venture for some of these manufacturers who have since become regular users of the medium.

On theory that TV shoppers could be sold on "sight," Eastern-Columbia also pioneered in establishing the "shop-by-phone" service on all its commercials.

On the first telecast, a $99 Thor Gladiron was presented. Two were sold immediately by phone, plus three the following day in the store. Cost to advertise was $50. Volume return, $500. And within the 10% cost which the sponsor requires, Stodel points out.

A $329 Leonard refrigerator was featured next, resulting in two immediate phone call orders and one store sale. Volume, $1,000.

After four weeks of similar success, Mr. Sieroty fired a tough test at Stodel. Could TV sell low cost merchandise in volume comparable to newspaper advertising, he asked?

Test Items

Three items were presented for the test. They were a 42-piece set of silverplate for $11.95 in a $3.95 chest, and a $5.95 white goose-down bed pillow. It took less than three minutes to display and present the selling points. Results were eye opening. Some 45 immediate phone orders came in for the silverplate set, with 17 additional orders for chests and 35 for pillows. Total sales were in excess of $1,000. They were all firm orders, a pay-out on cost per advertising before the store opened for business the next day. And what's more, Mr. Sieroty will tell you, the store sales turned out to be, as it has been on most items even since, about one to one to phone orders.

The original schedule on KTLA was expanded first to three, then to five weekly participation telecasts during first six months. Time budget was upped from $50 to $300. Under Stodel's direction, Eastern-Columbia's advertising department, display and art staff and merchandising heads were indoctrinated with the basic requirements of presenting their products successfully over TV. All reportedly responded enthusiastically as word of many exceptional results of the new media spread throughout the store.

Special Phone Service

To handle the orders a special seven-day weekly, 24-hour-a-day telephone service was set up, first with a leased number arrangement. (Later Eastern-Columbia's own phone number was used.) All television phone orders were systematically received by trained operators who classified and routed them through the order department for extra prompt servicing.

Although not the "carriage trade," an encouraging factor in those early stages was that the first retail customers responding to television reportedly were better than average credit risks. And many were more nearly pre-sold after seeing the merchandise advertised on TV than from any other media, Mr. Stodel declares.

Store sales personnel were quick to observe the marked reaction of customers to televised sales messages, it was found in a check made throughout the organization.

Reported one saleslady, following a telecast announcement featuring Quaker Lace Table Cloths: "The customer came in and said, 'I want to BUY (not see) the table cloth I saw on television last night.'

"I suggested that she see it first on a table setting but she replied: 'Not necessary. I saw it on television. I know what it looks like. Just wrap it up.'"

Some 43 other customers responded to this TV advertised, standard priced $8.50 article in one day, according to Mr. Sieroty, "and 21 were by telephone."

After one TV spot sold 18 glass top, wrought iron dinette sets, priced at $49.50 each, an Eastern-Columbia salesman declared: "It took me a half hour pointing out features of the dinette set to a drop-in customer before I could complete the sale. Yet they televised the set in a minute and six people immediately phoned in orders; 12 more made purchases the following day."

Conclusion of the sales staff is that television, more than any other media, SOLD rather than merely advertised. An extremely small percentage of return merchandise confirms this point, department heads state.

When KFI-TV started operating in the fall of 1948, Eastern-Columbia more than doubled its television advertising budget to $750, with as many as a dozen telecasts weekly.

Spot Concentration

With development of a highly potent one-minute, live commercial formula, all but two *Shopping at Home* participations on KTLA were dropped. These three-minute shows had served their purpose in working out methods of display, modeling and direct selling, according to Mr. Stodel. Employing the same policy as is used in radio, Eastern-Columbia started concentrating on fast, hard-hitting spots between high circulation featured shows.

Stodel was one of the first to produce a motion picture type continuity format for live, one-minute commercials, often making possible from 6 to 8 different camera angles or shots in 45 to 50 seconds of visual action, utilizing two cameras.

All spots open with the now familiar Eastern-Columbia televised jingle signature, dissolving quickly into an establishing view with a beautiful model demonstrating the merchandise. The model is employed to keep viewer's eye at all times directed at features described by the off-scene announcer, Stodel explained.

Formula calls for shots establishing setting usage and full impression of item. It always calls for at least one intense close-up for emphatic impression of the product on viewer, Mr. Stodel explained. Windup is a dissolve to the phone service slide and then to a slide version of the Eastern-Columbia signature.

Value Is Proven

Not every television promotion was a sensation, Mr. Stodel admits. But he believes it proved its value as a potent, direct selling media of major importance to a big retailer.

Experiments also were made, presenting one-minute spot promotions on the same day a newspaper ad on the item was run. To assure maximum interest the ad carried a line, "See it pictured on Television Station KTTV tonight at 8:30." In turn, the television presentation opened with a full shot of the newspaper ad before a dissolve to the actual display.

An $8 Edwin Knowles dinnerware set sold this way and clicked off 100 orders, over half by phone, for an $800-plus volume, said Advertising Director Scyster.

As 1949 rolled along, one factor became evident to Mr. Scyster and

(Continued on Telecasting 12)

THIS group gathered in ABC's Hollywood TV Center where Telefilm Inc., Hollywood, will do TV commercials for Pontiac are (l to r): Ernest Felix, asst. treas., ABC Hollywood; Frank Samuels, v.p., ABC Western Div.; Don McNamara, Telefilm; Earl L. Taggart and Douglas R. Young, Taggart & Young, agency.

AT SPECIAL screening of CBS-TV's *Alan Young Show*, sponsored by Esso Standard Oil Co., starting this month, are (l to r): V. G. Carrier, asst. mgr., Esso advertising and sales promotion; Curt Peterson, partner, Marschalk & Pratt, agency; R. M. Gray, Esso mgr. of adv. and sales prom.

ATTIRED in the queen's robes at debut of TV version of *Queen for a Day* on KTSL (TV) Hollywood is Jack Bailey, m.c. of both TV and MBS AM show. The queen's "retainers" are (l to r): Forrest Owen, radio dir., Wade Adv.; Jim Morgan, Raymond R. Morgan Co.; Bill Gordon, Don Lee-MBS.

FAYE EMERSON, star of Arnold bread's *The Faye Emerson Show* which is seen Monday on WCBS-TV New York, 11-11:15 p. m., chats during rehearsal with Dudley Calhoun (l), exec. v.p.-adv. and sales mgr. for Arnold, and Les Rounds, B&B acct. supervisor.

PRISCILLA, trained pig on national tour for General Mills Inc., makes TV debut on WOAI-TV San Antonio's *The Tree House*, children's show. With Priscilla are (l to r): Russell E. Pancoast, local distributor for General Mills, and Jack Keasler, who is assistant general manager of WOAI-AM-TV.

THIS "on-location" group discusses shot in series of filmed TV commercials for K&E produced *Ford Theatre* and *Toast of the Town*. L to r: Jack O'Hare, K&E technical staff; Bob Wolfe, v. p., K&E, Hollywood; Will Robinson, K&E coml. supervisor; Lou Marlowe, technical staff.

JOHNSON

Says No Kinescope Censorship Implied in Bergman Blast

A PROVISION in his movie-licensing bill which could deal a crippling blow to television kinescope recording will be deleted, Sen. Ed C. Johnson (D-Colo.) told TELECASTING last Thursday.

He said all references to television in the bill, part of his moral crusade against the motion picture industry, were inadvertent and would be withdrawn.

Simultaneously he wrote FCC Chairman Wayne Coy in protest against reported plans of Ingrid Bergman and Roberto Rossellini, major targets of his attack, to prepare a series of half-hour dramatic films for TV release in the U. S. this summer.

"While I hope that neither the Commission nor the Congress will be compelled to fix programming standards for the industry," he wrote, "nevertheless I feel that I should call your attention to the brazen threat which is implied" in these reports.

Sen. Johnson's letter, commending Comr. Coy's speech delivered at the U. of Oklahoma (see story, page 29), continued:

"It would be most unfortunate if American television licensees were to be unwise enough to deal with such immoral characters, since television naturally enters the home physically and entertains the family circle in a most intimate relationship. I am really grateful to television for the relatively splendid job that has been done thus far."

In Sen. Johnson's bill (S 3237) introduced in the Senate last Wednesday reference was made to include the transmission of film on, or by means of, standard television equipment. As originally drawn, the bill would have required distributors of both film for TV and for movie release to pay a fee of $10,000 for Commerce Dept. authorization. The requirement, however, Sen. Johnson said, will only apply to "the showing of a motion picture to the public, upon payment of an admission fee, in a place regularly devoted to, or intended for, the showing of motion pictures."

He told TELECASTING that he had no intention of including television in his license bill because the moral character of television programming comes under FCC's responsibility in the matter of public interest.

Meanwhile, over in the House, Rep. Homer D. Angell (R-Ore.) echoed the general sentiments of Sen. Johnson and Comr. Coy. He declared that "unnatural interest" and "lasting impressions" were instilled in adolescent minds by the "multitude of salacious and sexy stories and crime problems" that are "depicted on the screen and over the television circuits . . . radio . . . daily newspapers . . . magazines and comic books."

Reaction to Sen. Johnson's assault on the film world came swift with the Motion Picture Assn. of America finding the measure "a police state bill" and warning "newspapers, press associations, magazines, books, radios, television and all mediums of expression would be the inevitable next victims."

GOOD BEHAVIOR

WCAU-TV Rewards Children

A PLAN of insuring good behavior in children — reportedly drawing overwhelming response from teachers, parents and children—has been launched by WCAU-TV Philadelphia.

Using a western film exploitation scheme with a parent-teacher tie-in, the plan, as described by Charles Vanda, director of television for WCAU-TV, consists of two main ingredients. These, he says, are a daily first run western, *The Ghost Rider*, and a "performance card" for parents to check if the child does one good deed a day, if he did homework before televiewing and if he watched *The Ghost Rider*. More than 9,000 "report cards" were received a little more than a week after the program's premiere. Response was so great, Mr. Vanda adds, that WCAU-TV is repeating the afternoon program each evening at 11 for adults.

The youngster with the best card for the week gets a television set for his own room, a complete Gene Autry outfit and a day at the King Ranch Eastern annex in Chester County, Pa. Monthly winners also get a personally-engraved watch from Mr. Autry.

AMA to Discuss TV

EFFECT of TV on other media is the topic of a panel discussion to be held March 28 at the radio-TV luncheon meeting of the American Marketing Assn. at the Hotel Shelton, New York. Participants will be announced shortly.

AMERICAN TV

Showings March 27-April 7

TWO-WEEK series of demonstrations of the American television system and equipment will be staged March 27-April 7 by Radio Mfrs. Assn. for the benefit of a group of European radio dignitaries invited by the State Dept. to visit the United States.

The European delegates will represent 12 nations belonging to Study Group II of the International Radio Consultative Committee (CCIR), of which the U. S. is a member. Later they will inspect television in France, The Netherlands and Great Britain prior to attempting to reach an agreement on international TV broadcast standards.

Television Station

WTTG

WASHINGTON, D. C.

owned and operated by

ALLEN B. DUMONT LABORATORIES, INC.

announces the appointment of

HARRINGTON, RIGHTER & PARSONS

INCORPORATED

as national representative

effective March 9, 1950

☆

WAAM, Baltimore
WBEN-TV, Buffalo
WFMY-TV, Greensboro
WDAF-TV, Kansas City
WTMJ-TV, Milwaukee
WTTG, Washington

Represented nationally by

HARRINGTON, RIGHTER & PARSONS, INC.

Television Station Representatives

Telestatus

Advertest Surveys Televiewing

(Report 103)

WHEN television enters the home, radio can count on taking a sustained back seat. Although the avid interest in television may be expected to wane as the length of set ownership increases, televiewing will continue to predominate radio listening during telecasting hours.

These conclusions may be drawn from the latest Television Audience of Today report issued by Advertest Research, New Brunswick, N. J. By half hour periods the survey covers radio listening and televiewing in 546 television homes in the New York-New Jersey television area. Monday through Friday and Saturday-Sunday television habits are reported for 210 homes owning television six months or less and 336 homes owning television for seven months or more.

Although televiewing starts slightly earlier on Monday through Friday in homes which have owned a set over seven mouths—0.3% are shown in the 10:30-11 a.m. period—the percentage of homes which devote time regularly to watching video is smaller. In the under six-month group, televiewing starts in the 11-11:30 a.m. period with 3.3%.

Largest Group 10-10:30

Largest percentage of television families reportedly use the set in the 10-10:30 p.m. time segment Monday through Friday for both length of ownership classifications. In the under six-month group, however, 94.3% are reported for TV (Table I) while in the over seven-month group the figure is 75% (Table II). While neither group reports any radio listening at that time, the under six-month ownership classification shows only 0.5% using both radio and TV simultaneously and 5.2% using neither. In the homes which have had video over seven months both radio and TV are in use in 8.3% of the homes while 16.7% report neither in use.

The 10:30-11 a.m. period shows the largest percentage of radio listening in both length of ownership classifications. In those homes which have had video for over seven months radio set use averages higher than in the newer TV homes. It is worthy of note however, that radio listening is higher in the 12-1 p.m. and 5:30-8 p.m. periods in the six-month ownership homes than in the over seven-month homes. This increased radio audience appears to come from sets turned on rather than those viewing television since the video percentage figure increases from the preceding half-hour period Monday through Friday.

Combining all television homes, the percentage of those listening to the radio leads those watching television until 3:30 p.m., Monday through Friday, Advertest reports. The 10-10:30 p.m. period, which shows the largest percentage of homes watching TV, has 82.4% regularly engaged Monday through Friday. In this time segment radio shows nothing, 5.3% of the homes have radio and television going and 12.3% have neither.

On Saturday and Sunday the percentage of television homes which are viewing video predominates those which are listening to the radio during telecasting hours. In those homes which have had television for six months or less radio listening is higher percentagewise after 5 p.m. than in those homes which had it for over seven. In the over seven-month classification, however, the percentage of homes doing both in this period is much higher (Tables III and IV).

In all television homes contacted popular music programs were the most popular radio fare still listened to. News, news commentaries, classical music and comedy followed in that order.

When respondents were asked whether they, or members of the family, listen to sporting events which are presented on radio but not television, 24.5% said they always listen. "Occasionally listen" was the reply of 38.8% while 33% said they never listen.

TABLE I

MONDAY THROUGH FRIDAY RADIO AND TV HABITS IN HOMES OWNING TELEVISION FOR SIX MONTHS OR LESS

Time	Radio	TV	Both	None
10-10:30	29.0	—	—	71.0
10:30-11	30.0	—	—	70.0
11-11:30	20.5	3.3	—	76.2
11:30-12	20.0	3.8	—	76.2
12-12:30	16.7	4.3	—	79.0
12:30-1	14.7	4.3	—	81.0
1-1:30	6.7	4.7	—	88.6
1:30-2	10.0	4.8	—	85.2
2-2:30	11.0	5.7	—	83.3
2:30-3	10.4	6.7	—	82.9
3-3:30	7.6	10.0	—	82.4
3:30-4	3.8	11.9	3.8	80.5
4-4:30	3.3	33.4	3.3	60.0
4:30-5	2.9	30.0	4.2	62.9
5-5:30	2.9	56.7	6.2	34.2
5:30-6	7.6	55.8	5.2	31.4
6-6:30	11.0	53.3	6.7	29.0
6:30-7	10.0	60.0	2.9	27.1
7-7:30	3.8	70.0	—	26.2
7:30-8	2.4	76.7	—	20.9
8-8:30	—	87.6	2.4	10.0
8:30-9	—	83.3	3.3	13.4
9-9:30	—	84.3	8.6	7.1
9:30-10	—	90.0	3.8	6.2
10-10:30	—	94.3	.5	5.2
10:30-11	3.3	82.9	1.0	12.8
11-11:30	11.0	40.0	6.7	42.3
11:30-12	7.1	10.0	1.9	81.0
After 12 p.m.	1.9	—	—	98.1

TABLE II

MONDAY THROUGH FRIDAY RADIO AND TV HABITS IN HOMES OWNING TELEVISION FOR SEVEN MONTHS OR MORE

Time	Radio	TV	Both	None
10-10:30	32.7	—	—	67.3
10:30-11	33.3	.3	—	66.4
11-11:30	31.2	1.5	—	67.3
11:30-12	27.1	2.1	—	70.8
12-12:30	11.0	2.1	—	86.9
12:30-1	10.4	3.3	4.2	82.1
1-1:30	8.3	6.0	3.6	82.1
1:30-2	8.3	4.2	2.1	85.4
2-2:30	12.5	2.7	.9	83.9
2:30-3	14.6	2.1	.6	82.7
3-3:30	16.7	6.2	.3	76.8
3:30-4	12.5	10.4	.9	76.2
4-4:30	11.0	18.7	1.5	68.8
4:30-5	10.4	22.6	2.4	64.6
5-5:30	6.0	39.6	6.5	47.9
5:30-6	4.2	43.8	8.2	43.8
6-6:30	4.2	45.8	10.4	39.6
6:30-7	3.9	48.2	8.6	39.3
7-7:30	2.4	58.3	12.2	27.1
7:30-8	2.1	64.6	10.4	22.9
8-8:30	1.5	70.8	13.1	14.6
8:30-9	.6	72.6	12.5	14.3
9-9:30	—	72.9	12.2	14.9
9:30-10	—	74.1	9.8	16.1
10-10:30	—	75.0	8.3	16.7
10:30-11	1.2	68.8	9.2	20.8
11-11:30	10.4	25.3	11.9	52.4
11:30-12	6.5	6.0	5.7	81.8
After 12 p.m.	1.5	—	—	98.5

TABLE III

SATURDAY AND SUNDAY RADIO AND TV HABITS IN HOMES OWNING TELEVISION FOR SIX MONTHS OR LESS

Time	Radio	TV	Both	None
9:30-10	3.3	—	—	96.7
10-10:30	3.3	12.9	—	83.8
10:30-11	4.3	16.7	—	79.0
11-11:30	6.2	13.8	—	80.0
11:30-12	6.7	10.0	—	83.3
12-12:30	9.5	—	—	90.5
12:30-1	10.0	—	—	90.0
1-1:30	5.2	—	—	94.8
1:30-2	1.4	—	—	98.6
2-2:30	1.0	26.7	—	72.3
2:30-3	1.4	29.0	—	69.6
3-3:30	6.2	40.0	—	53.8
3:30-4	6.7	42.3	—	51.0
4-4:30	4.3	60.0	—	35.7
4:30-5	2.9	57.1	.5	39.5
5-5:30	5.2	70.5	1.4	22.9
5:30-6	7.1	69.6	5.2	18.1
6-6:30	5.2	68.1	6.7	20.0
6:30-7	3.3	68.1	4.7	23.9
7-7:30	6.7	70.0	7.6	15.7
7:30-8	4.7	71.5	3.8	20.0
8-8:30	4.3	86.2	2.8	6.7
8:30-9	3.3	86.7	2.4	7.6
9-9:30	1.9	87.1	1.4	9.6
9:30-10	1.4	88.1	.5	10.0
10-10:30	1.0	89.5	.5	9.0
10:30-11	2.4	83.8	.5	13.3
11-11:30	2.9	47.1	.5	49.5

(Continued on Telecasting 10)

Weekly Television Summary

March 20, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets	Source of Estimate
Albuquerque	KOB-TV	2,475	Dealers
Ames	WOI-TV	5,611	Distributors
Atlanta	WAGA-TV, WSB-TV	31,500	Distributors
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191	TV Cir. Comm.
Binghamton	WNBF-TV	10,320	Deal. & Dist.
Birmingham	WAFM-TV, WBRC-TV	12,070	Distributors
Bloomington	WTTV	5,000	Station
Boston	WBZ-TV, WNAC-TV	276,980	TV Comm.
Buffalo	WBEN-TV	75,693	Buff. Elec. Co.
Charlotte	WBTV	12,169	Distributors
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018	Elec. Assn.
Cincinnati	WCPO-TV, WKRC-TV, WLWT	92,900	Distributors
Cleveland	WEWS, WNBK, WXEL	176,474	West. Res. U.
Columbus	WBNS-TV, WLWC, WTVN	49,600	Distributors
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790	Dist. & Deal.
Davenport	WOC-TV	8,325	Distributors
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline		
Dayton	WHIO-TV, WLWD	42,900	Distributors
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	191,430	Distributors
Erie	WICU	32,532	Station
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790	Dist. & Deal.
Grand Rapids	WLAV-TV	23,200	Set Registration
Greensboro	WFMY-TV	9,557	Distributors
Houston	KLEE-TV	17,500	Distributors
Huntington-Charleston	WSAZ-TV	6,578	Distributors
Indianapolis	WFBM-TV	30,000	Dist. & Deal.
Jacksonville	WMBR-TV	8,200	Wholesalers
Johnstown	WJAC-TV	16,560	Distributors
Kalamazoo-Battle Creek	.....	8,046	Dealers
Kansas City	WDAF-TV	28,901	Elec. Assn.
Lancaster*	WGAL-TV	35,563	Dealers
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	448,737	Elec. League
Louisville	WAVE-TV	25,901	CPA Audit
Memphis	WMCT	24,172	Distributors
Miami	WTVJ	20,000	Dealers
Milwaukee	WTMJ-TV	89,419	Distributors
Minn-St. Paul	KSTP-TV, WTCN-TV	68,800	Dealers Assn.
Nashville	.....	25	Station
New Haven	WNHC-TV	71,100	Distributors
New Orleans	WDSU-TV	19,897	N. O. Pub. Serv.
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,060,000	Stations
Newark	WATV	Incl. in N. Y.	Estimate
Norfolk	.....	4,192	Distributors
Oklahoma City	WKY-TV	21,541	Distributors
Omaha	WOW-TV, KMTV	18,567	Distributors
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	405,000	Elec. Assn.
Phoenix	KPHO-TV	4,500	Distributors
Pittsburgh	WDTV	80,000	Dist. & RMA
Portland, Ore.	.....	828	Dealers
Providence	WJAR-TV	34,125	Dealers
Richmond	WTVR	23,581	Distributors
Rochester	WHAM-TV	31,056	Elec. Assn.
Salt Lake City	KDYL-TV, KSL-TV	11,000	Dealers
San Antonio	KEYL, WOAI-TV	11,373	Distributors
San Diego	KFMB-TV	23,160	Radio Bureau
San Francisco	KGO-TV, KPIX, KRON-TV	38,517	TV Sta. Comm.
Schenectady	WRGB	62,500	Distributors
Seattle	KING-TV	24,450	Distributors
St. Louis	KSD-TV	101,254	Union Elec. Co.
Syracuse	WHEN, WSYR-TV	28,479	Distributors
Toledo	WSPD-TV	37,000	Dealers Assn.
Tulsa	KOTV	16,400	Dist. & Deal.
Utica-Rome	WKTV	9,300	Deal., Dist.
Washington	WMAL-TV, WNBW, WOIC, WTTG	109,360	TV Circ. Comm.
Wilmington	WDEL-TV	30,322	Dealers

Total Markets on Air 59 Stations on Air 101 Sets in Use 4,740,639

* Lancaster and contiguous areas.

Editor's Note: Sources of set estimates are listed for each city as available and since most are compiled monthly some may remain unchanged in successive summaries. Total sets in all cities surveyed is necessarily approximate since two areas may overlap. To offset this there are many scattered sets in areas not included in the survey.

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

IT'S A KNOCKOUT!

Another TV Success Story

Baltimore, Md.—WMAR-TV added another "TV Success Story" this week with the sale of more than $7,500 worth of merchandise through a single half-hour program which cost the sponsor $240.00. The client manufactures and sells a vertical type food mixer and blender. A half-hour film devoted mainly to selection of health foods and the use of fruits and raw vegetables was produced, using the mixer, which retails for $29.95, in the demonstration. No advance publicity or promotion was given the program.

A special telephone number and address were flashed on the screen for less than one minute at the conclusion of the film-lecture, and viewers were urged to place their orders.

Within the next 48 hours, a total of 262 orders had been received by both mail and telephone, totalling $8,044. The client, Natural Foods Institute of Olmsted Falls, Ohio, has ordered a series of subsequent programs of the same type on WMAR-TV.

IN MARYLAND MOST PEOPLE WATCH

WMAR-TV

CHANNEL 2

REPRESENTED BY THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Telestatus

(Continued from Telecasting 8)

TABLE III Contd.:

Time	Radio	TV	Both	None
11:30-12	3.3	27.6	—	69.1
After 12 p.m.	4.3	—	—	95.7

TABLE IV

SATURDAY AND SUNDAY RADIO AND TV HABITS IN HOMES OWNING TELEVISION FOR SEVEN MONTHS OR MORE

Time	Radio	TV	Both	None
9:30-10	16.7	—	—	83.3
10-10:30	27.0	6.3	.9	65.8
10:30-11	25.0	8.3	.9	65.8
11-11:30	24.1	4.8	1.5	69.6
11:30-12	22.9	4.2	1.8	71.1
12-12:30	16.1	—	—	83.9
12:30-1	14.6	—	—	85.4
1-1:30	18.2	—	—	81.8
1:30-2	18.8	—	—	81.2
2-2:30	14.4	9.8	7.4	68.4
2:30-3	12.5	10.4	8.3	68.8
3-3:30	8.0	28.6	11.9	51.5
3:30-4	6.3	29.2	12.5	52.0
4-4:30	4.5	35.4	12.5	47.6
4:30-5	3.9	37.5	13.4	45.2
5-5:30	3.0	45.2	18.2	33.6
5:30-6	2.7	45.8	18.8	32.7
6-6:30	3.3	43.8	20.2	32.7
6:30-7	2.1	48.2	20.8	28.9
7-7:30	1.5	54.2	21.7	22.6
7:30-8	.9	53.3	22.9	22.9
8-8:30	.9	67.0	22.3	9.8
8:30-9	.3	68.8	22.0	8.9
9-9:30	.3	64.6	21.1	14.0
9:30-10	.3	63.1	20.5	16.1
10-10:30	.6	62.5	14.6	22.3
10:30-11	.6	60.4	14.0	25.0
11-11:30	.2	31.2	13.4	54.2
11:30-12	1.5	20.2	8.3	70.0
After 12 p.m.	2.1	—	—	97.9

* * *

TV's Effect on Students' Grades Surveyed

THE OFT debated question of the effect of television on children's studies can chalk up a point for each side this week. From Fort Worth, Tex., comes a report that television viewing apparently isn't hurting the studies of local teenagers. The opposing view is recorded by officials of Abraham Clark high school, Roselle, N. J., who report that grade of students who watch TV regularly have dropped off "over 15%" since the students took up the viewing habit.

After surveying 144 junior high and high school students, Ira Cain, *Fort Worth Star-Telegram* television editor, found that 60% of the schoolboys and girls with video sets raised their grades over the year before; had 40% lower grades.

And those whose marks improved showed a gain that was 5% above the percentage lost by the students whose grades fell off. Mr. Cain found that 20% of the students had television sets, and less than 15% listed any restriction by parents on viewing time.

The Roselle study was made by Burnett Z. Cooper, English teacher, and Robert Bosset, physical education instructor, at the high school. For the study 50 pupils of approximately the same I.Q. reportedly were selected—half with TV sets in the home, the others without. The report said that "the pupils without television sets in their homes averaged 19% better in grades than the group that had television sets. A careful analysis was made of those who watched television for more than 25 hours a week. In 78% of the cases their marks were poorer than before they had television. The effect of television on those who spent 10 hours a week or less was much less. Only 14% had lower grades."

The survey also pointed out that video apparently had a greater effect on the younger children; boys spent more time watching than girls, and the average amount of time spent viewing varied from 31 hours a week for those in the seventh grade to 19 hours a week for those in the 12th grade.

* * *

2,398 Advertisers in Feb., Rorabaugh Reports

A TOTAL of 2,398 advertisers used television as a medium during February, according to a preliminary compilation made by N. C. Rorabaugh Co. from reports from the four national TV networks and 93 of the 98 commercial TV stations operating the first week in February. Breakdown shows 70 advertisers sponsoring 90 network programs compared with 72 sponsors of 93 network shows in January; 438 spot advertisers, compared with 399 in January, and 1,890 local accounts, compared with 1,687 in January. February total of 2,398 is up from a total of 2,158 for January, when 91 of the 98 stations reported.

* * *

Three Stations Announce New Rate Cards

NEW rate cards were announced last week by three stations—KECA-TV Hollywood, WDTV (TV) Pittsburgh and WHAM-TV Rochester.

Effective April 1, KECA-TV rates will be increased approximately 30%. Increase, first since the station went on the air last Sept. 16, represents "realistic approach to growth of the medium and to mounting production costs of TV broadcasting," according to Robert Laws, ABC Western Division sales manager.

Class A night-time, hour rate goes from $500 for live or film shows to $600 for film shows; $700 for live studio shows. Spot rates increase from $100 for either live or film to $125 for film; $150 for live.

Further Changes

Other changes becoming effective with new rate card include half-hour extension of Class A time to 7-11 p.m. (PST), Monday through Saturday, in place of present 7-10:30 schedule; 12 noon to 11 p.m. Sunday remains Class A time. All other time will be sold at Class B rates, including Saturday afternoon, formerly Class A.

Rehearsal charges will be $25 per half-hour per camera in excess of time purchased by advertiser. Advertisers using station prior to April 1 will be given 26 weeks' rate protection.

The new WHAM-TV rates became effective March 1 and set a Class A (6-11 p.m., weekdays; 12 noon-11 p.m., Saturday and Sunday) one-time hour at $250 for transmitter time. This includes ordinary film facilities and normal film preparation and recorded musical background for film commercials but does not apply to programs using live talent and personnel, the card states. Class B transmitter time is now $187.50 for a one-time hour.

Live studio time at WHAM-TV, exclusive of rehearsal facilities, is $290 for a Class A, one-time hour. Class B one-time hour is set at $227.50. Rehearsal time is $25 per half-hour or fraction thereof.

A one-time announcement in Class A time is $37.50 and in Class B, $28.13, for film or slide with live voice and recorded musical background. For live announcements, including camera facilities and rehearsal, the rates are $50 for Class A and $37.50 for Class B on a one-time basis.

Present clients will receive the usual 26-week protection on old rates, the announcement states.

The exact amount of the rate increases for WDTV have not been announced as yet.

Film Report

HAL ROACH STUDIOS INC., Culver City, Calif., has made half-hour audition film of NBC *Fibber McGee & Molly* program for network. Same firm producing four one-minute TV film commercial for **Union Oil Co.** Agency: **Foote, Cone & Belding**, Hollywood; also complete are six one-minute TV spots for **Procter & Gamble**, three for Ivory Soap, and three for Drene. Agency: **Compton Adv.**, Hollywood.

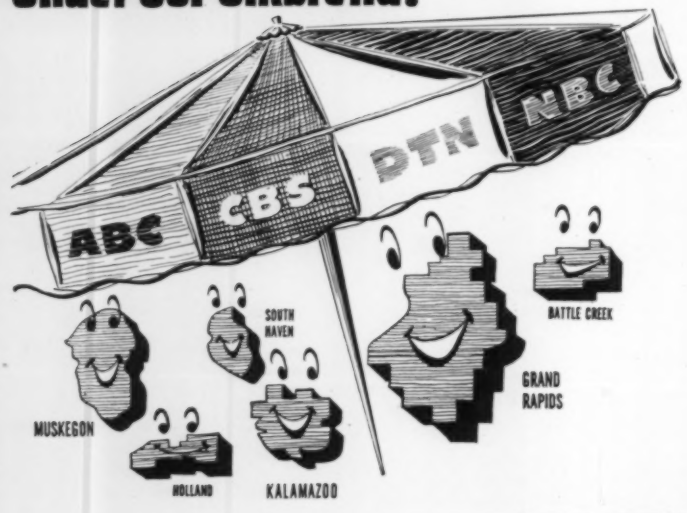
United Artists' newest production release, *Women In The Night*, has made its debut on TV stations in 16 leading cities. Program is 15-minute woman's newsreel produced especially for TV by **American News**, Chicago. It is sponsored in five major markets by **Fresherator**, new patented food preserving container, handled through **Guild Bascom & Bonfigli**, San Francisco.

Churchill - Wexler Productions, Los Angeles, has completed one-minute combination live-action animated spot for **Pennzoil**, Los Angeles, through **Mayers Co.**, same city. Series of quarter-hour drama entitled *Jonathon Story* being produced for **Case-Swayne Inc.**, Santa Ana, Calif. (fruit and vegetable packer), by **Will Lankergood Productions**, Los Angeles. Series starting telecast five times weekly on KFI-TV Los Angeles. Agency: **Byrne-Grill**, San Francisco.

Reorganization of **American Releasing Corp.**, Los Angeles (TV film releasing agency), announced. **Norman Dempsy**, formerly assistant to **Glenn Bever**, replaces him as president of firm. Mr. Bever resigned post to devote full time to American Products Corp. Releasing firm moves to new offices at 5545 Sunset Blvd., Hollywood, phone Hudson 2-7421. Firm in addition to releasing film, will produce commercial spots for TV.

Kling Studios Inc., Chicago, has opened new client-service office in Detroit at 1928 Guardian Bldg. **Stanley H. Jack**, formerly with Ewell & Thurber Assoc., appointed resident manager for Detroit offices.

nothing but smiles under our umbrella!



LEONARD A. VERSLUIS STATIONS
HY M. STEED, MANAGER

WLAV
AM-FM-TV

REPRESENTED BY
JOHN E. PEARSON CO.

THESE GREAT MARKETS
ONE MILLION PEOPLE . . .
LOOK FOR TV FROM

WLAV-TV
GRAND RAPIDS, CHANNEL 7

The only Michigan **TV** *Station outside Detroit*

Color Hearing

(Continued from Telecasting 3)

gested. Neither transmitting nor receiving equipment would be made obsolete, he added.

The CBS refinement was "inspired" by earlier Philco testimony on horizontal interlacing as a means to improve monochrome pictures, the witness indicated under questioning by Comr. Robert F. Jones.

Dr. Goldmark explained "intensive work" has been done on this project in the CBS laboratory during the past four months. Under questioning he indicated the first completely "satisfactory" test results were achieved Monday night, with the CBS system operating on a closed circuit basis with a 4 mc video band. He asserted "double the overall resolution which we had previously obtained" was achieved.

Dr. Goldmark said a number of synchronizing methods are under consideration, "none of which represents complicated circuitry in view of the fact that, in contrast to RCA's required sampling, the horizontal interlace sampling does not demand nearly as close tolerances, especially since it has nothing to do with color rendition."

Asked for details on the synchronizing methods, Dr. Goldmark said some were like RCA's method and others were not. He said he "preferred not to elaborate on them" at this time, but did not consider synchronizing a "major problem."

Inviting the Commission and interested parties to visit CBS and witness the development, Dr. Goldmark said that "although it is purely a laboratory arrangement, I am confident that it establishes that the CBS pictures which you have seen by no means represent the maximum potential of the system."

Goldmark Testimony

Prior to revealing the new refinement, Dr. Goldmark presented extensive testimony comparing resolution characteristics and optimum viewing distances of the three chief color systems. He concluded that "whether we take theoretically optimum viewing distances or people's actual viewing distances, one thing seems clear—the CBS resolution falls safely within all possible requirements."

He contended the CBS system permits the closest viewing distance of all three systems, while on the basis of actual viewing habits, as shown by a Rutgers U. survey, "the CBS system and RCA systems and possibly the CTI system, too, set ceilings on resolutions which are far higher than what the Rutgers survey shows the vast majority of people actually require." He added that no matter where people sit, "they will always be able to tell good colors from bad."

Dr. Goldmark said the CBS system with 405 lines and incorporating the earlier-developed "crispening" circuit, calculated on the same basis as 525-line monochrome with viewing ratio of 4 to 1, "permits a viewing distance to picture height ratio of 5.3 to 1." RCA's dot sequential system, he said, has to be viewed according to an 8 to 1 ratio to take effect of the "interfering dot structure." At this distance he charged the RCA picture would resemble only 263 lines. The CTI distance was cited as 12 to 1 with effective picture of 170 lines.

When Comr. Jones indicated concern over the patent situation in TV if any single system were adopted, Dr. Goldmark stated among other things that patent licensees are becoming more demanding of service from their licensors and hence the patent monopoly problem is becoming less important.

Dr. Goldmark said CBS would license anyone to manufacture under its system if adopted and asserted the fees would be "nominal."

Sees 'Confusion'

Asked by Comr. Jones if adoption of more than one system would cure the competition headache, Dr. Goldmark said he saw only "confusion" in a double standard. CBS is not afraid to so compete, Dr. Goldmark said, provided the Radio Mfrs. Assn. "promises to make CBS sets." He added, "I have a hunch they're not excited about the idea."

To questioning by Comr. Frieda B. Hennock, Dr. Goldmark said he believed RCA's system would not be ready for standards even with its newly announced tri-color tube.

On Wednesday afternoon Prof. John W. Riley Jr., chairman of the Rutgers U. Sociology Dept., presented his survey of home viewing habits, made in New Brunswick, N. J., in February. Among main tendencies revealed, he said, were these:

(1) Most viewers normally sit at least 8 ft. from the TV screen and two-thirds at distances greater than 8 ft.; (2) About 50% sit within 20° of the perpendicular to the screen, or almost straight-on, while the other 50% is equally divided between 21-30° and over 30° from perpendicular; (3) size of room does not appear to control seating distance although people tend to spread out more in larger rooms; (4) children under 10 tend to sit in front, people over 40 toward the back; (5) most viewers choose seats on basis of custom and comfort although about one-third are conscious of distance as determining factor in choice.

On Thursday, Oscar Katz, CBS director of research, presented detailed surveys of public reaction to the CBS color showings during January and February in Washington at the Walker Bldg.

On the first study, covering the Jan. 12 to Feb. 1 showings and based on 9,423 returned questionnaires, Mr. Katz said 96.9% rated CBS color as "much more" (83.8%) or "somewhat more" (13.1%) enjoyable than monochrome while 21.8% rated the overall quality of monochrome re-

(Continued on Telecasting 13)

RCA
TUBES ...
the standard of comparison
RCA RADIOTRON ELECTRON TUBE 8D21
Television's King Pin
Used in both picture and sound power amplifiers, the RCA-8D21 employs advanced principles of cooling and electron optics. As revolutionary as television itself, this push-pull tetrode is setting new performance records in more than 50 RCA TT-5A 5-kw Television Transmitters.
Available through your local RCA Tube Distributor
RCA
RADIO CORPORATION of AMERICA
ELECTRON TUBES — HARRISON, N.J.

famous firsts in T-V

In 1927 television by radio was demonstrated — both image and sound on the same frequency band by a single transmitter.

★

Blair-TV Inc. was the first exclusive representative of television stations. The first company to recognize and act on the television stations' real need for hard hitting, single minded, exclusive representation.

BLAIR TV INC.

REPRESENTING

Birmingham	WBRC-TV
Columbus	WBNS-TV
Los Angeles	KTSL
New Orleans	WDSU-TV
Omaha	WOW-TV
Richmond	WTVR
Salt Lake City	KDYL-TV
Seattle	KING-TV

Eastern-Columbia

(Continued from Telecasting 5)

Stodel Adv. Co. As TV set ownership soared, so did costs, not only of time, but of facilities, models, rehearsal, delivery, etc. This called for a re-examination of TV merchandising on the part of Eastern-Columbia.

The plan decided upon by Messrs. Scyster and Stodel, with Mr. Sieroty's approval, was to feature items in cooperation with major manufacturers that could be filmed and used over a period of time. Live spots were to be used only for important one-time sales promotions.

Utilizing some of Hollywood's best known cameramen, film editors and writers as well as actors, Stodel Adv. Co. planned and then produced all spots on items that could be repeated at least six or more times.

Most manufacturers, recognizing the success of Eastern-Columbia's sales technique, quickly cooperated on long range campaigns. Because of Stodel's original policy of motion picture action scripts, it proved practical to test out copy and camera shots on a live broadcast before filming from the very same script.

Products Stressed

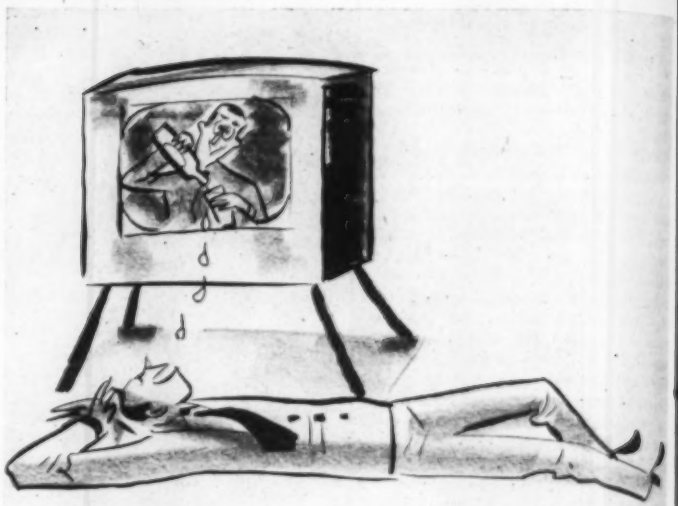
Film spots, with Eastern-Columbia's direct selling approach have included such big suppliers as Leonard refrigerators, Wedgewood gas ranges, Emerson television and radio, Karistan rugs, Hoffman television, Proctor toasters, Cameo curtains, Health-Way bar bells, as well as many others, including upholstery and seat cover manufacturers.

These films are being presented in such major Eastern-Columbia spot adjacencies as *Hopalong Cassidy* on KTLA; *Arthur Godfrey, Ed Wynn Show, Suspense* and *Man Against Crime* on KTTV, as well as high rated feature Sunday film on KFI-TV.

All Eastern-Columbia film commercials are made silent, using synchronized electrical transcribed announcements for live copy. This, according to Mr. Stodel, has been found much more practical than sound on film spots where regular copy changes are desirable and often necessary.

Eastern-Columbia has made one major venture in TV shows to date. It was an original musical revue *Campus to Campus* on KECA-TV last fall. The quarter-hour program preceded telecast of every major college football game from Los Angeles Coliseum. With a top Hollywood cast, the revue used as many as five changes of scenes and process background settings.

Commercials were cleverly integrated into the 15-minute shows with apparel merchandise modeled by featured members of cast. Several leading manufacturers cooperated. Cost per show was $500.



EDITOR'S NOTE: WCTU concept. . . .

By Ken Cowan-Tom Hutchins, Henry J. Kaufman & Assoc.

Direct sales results reportedly were excellent. Cooperating firms whose merchandise was modeled confirm this.

Although Eastern-Columbia still maintains a sizeable radio spot schedule, it is probably the first department store which is a big user of air-time to surpass its AM budget on TV. Last November, for example, the video appropriation was well over the $1,000 mark, according to Mr. Scyster.

Present plans of Eastern-Columbia call for a continuance of the one-minute live and film spot formula of direct selling approach. The Tick-Tock jingle film signature with variations, including novel animated cartoons of the firm's building, will continue to be used.

Commending the job television advertising is doing for Eastern-Columbia, and the part played in that success by Stodel Adv. Co., Mr. Scyster in a letter to Mr. Stodel, said in part:

It is noteworthy that you have made television advertising pay out for us as far back as the first of 1948 when there were approximately 10,000 set owners in the entire California area, and you are still doing it today, as it passes the 350,000 set ownership mark.

KBTV(TV) PLANS

To Be Integrated With WFAA

OPERATIONS of KBTV (TV) Dallas, acquired by the *Dallas News* from Potter Television Co. [CLOSED CIRCUIT, March 13], will be integrated with that of WFAA Dallas, *News* affiliate, according to Martin B. Campbell, WFAA general manager.

The change in call letters to WFAA-TV will be deferred for a time, Mr. Campbell said. "For the immediate future," he stated, "we will be integrating the two operations, radio and television, and making permanent changes and improvements in the technical equipment and augmenting the present staff of KBTV with personnel from WFAA."

Mitchell Named

Bert Mitchell, WFAA production manager, has been appointed to direct the integration of WFAA's AM and FM service with TV. Headquarters and studios of WFAA are in the Santa Fe Bldg. Annex, while KBTV is housed in its own new building at 3000 Harry Hines Blvd., just north of the downtown district.

James M. Moroney, vice president of the *News* and supervisor of its radio properties, is cooperating with Mr. Campbell in handling the merger of the two stations. Mr. Moroney negotiated the purchase.

Mr. Mitchell, who attended the Chicago Television Council March 6-8, planned his return itinerary to Dallas by way of Cincinnati to visit WCPO-TV, WLWT (TV) and WKRC-TV and Atlanta's WSB-TV and WAGA-TV, to observe operations there.

Last month, Ray Collins, assistant manager of WFAA, made observation tours of WDSU-TV New Orleans and WMCT (TV) Memphis. To get some slants on women's TV programs, Julie Benell, WFAA woman's editor, begins a five-day stay today (March 20) at WTMJ-TV Milwaukee.

In the summer of 1948, Mr. Campbell and Mr. Collins took NBC's TV training course in New York, which Mr. Mitchell and Louis Breault, WFAA continuity director, took the following February.

Color Hearings

(Continued from Telecasting 11)

eived from a CBS color signal, viewed in monochrome on the CBS olor set, "as 'much better' than he overall quality of standard lack and white television."

He said 32.1% rated the mono-hrome of the CBS color signal as somewhat better" than standard monochrome while 40% said it was bout the same and 3.7% said CBS monochrome was poorer. These ast comparisons resulted in lengthy ttacks upon the validity of the studies by opposing parties and FCC's assistant general counsel, Harry Plotkin, assisted by H. H. Goldin, acting chief of the Commission's Economics and Statistics Div. Mr. Goldin subsequently was asked to take the stand to defend his criticism.

For some time the other parties have attacked the comparison of olor with monochrome during the CBS medical and public demonstrations by producing black and white via the CBS system and not via he regular monochrome standard. Such comparison unfairly "biases" viewers, it was contended. Other "bias" factors cited were host-guest relationships, and question phrasing or language.

Against Double Standard

On Thursday afternoon, David B. Smith, vice president in charge of engineering for Philco Corp., took a vigorous stand against any double standard test period and even adoption of any single system at the present time. To questioning by Comr. George E. Sterling, he indicated he "would abandon CBS" as a system competitor.

Replying to interrogation by Comrs. Jones and Hennock, Mr. Smith claimed there is no such thing as a "limited commercial" test possible under the double or all-standards trial since the public automatically would put its foot in the door as soon as it bought the sets involved. He said Philco would be unwilling to sell sets under such circumstances and indicated it would not produce them for such testing.

Picking any single system now for standards, Mr. Smith said, is merely taking the word of the proponent that it will do what he claims it will. Mr. Smith stated he considers 6 mc compatible system in the VHF and UHF possible now but that specific standards must await further development. He warned against a possible second freeze ensuing in UHF allocation if sufficient care is not taken now to do the job right.

Comr. Jones pressed the Philco witness concerning his firm's similar position during the 1940 proceeding looking toward adoption of monochrome standards and pointed out that during those hearings it was claimed $10 would be the cost to make a set workable on two line and field standards. The Commissioner charged the record of this monochrome hearing seemed to kill the "voodoo put out on incompatibility of lines and fields" during the present color proceeding.

In his prepared statement, Mr. Smith said during the fall hearing Philco indicated it was "considerably interested in the possibilites of multiplex systems and dot pattern presentation" and that this work "has continued." He said that on Feb. 14 experimental transmission of monochrome and color signals was begun from Philco's WPTZ Philadelphia.

Mr. Smith indicated the laboratory work included study of the characteristics of all three proposed systems and it was during this discussion he mentioned development of a single tri-color tube.

Mr. Smith estimated that to adapt an existing monochrome set in the home to receive CBS color in monochrome would run $75 to $100. This would be according to Philco production methods and include service costs. To convert to color would be another $100 to $125, he said.

Meanwhile, CBS last week petitioned the Commission to strike earlier testimony by Radio Mfrs. Assn. witnesses relating to cost estimates for conversion and adaption of existing and future sets to receive the CBS system. CBS charged that FCC had asked for further revised estimates based on new data to be supplied, that CBS had supplied voluminous information to RMA, and RMA now has indicated it has no further evidence. CBS contended the earlier testimony is hence rendered "obsolete".

DuMONT PLANS

Revamps Production, Programs

REORGANIZATION of DuMont TV Network's production and programming department has been announced by James L. Caddigan, DuMont director. All production facilities will be integrated and programs will be supervised by a central group of executives rather than a local studio official, according to Mr. Caddigan.

Four major sections have been organized handling program development and procurement, production, studio supervision and training. Alvin Hollander, formerly supervisor of Studio A, has been named manager of production facilities, new post; Don Russell was named chief announcer, and Miss Duncan MacDonald was chosen to head the new training section.

WHITE-SANFORD

Named To CBS-TV Post

HENRY S. WHITE, president of World Video Inc., will join CBS as associate director of television programs, Charles Underhill, CBS-TV program director, announced last Thursday. Mr. White's appointment is effective next Monday (March 27).

Simultaneously appointment of Herbert Sanford, a member of the CBS-TV program department, as assistant to the director of programs, was announced.

RCA HITS CBS PLAN *Says It Admits 'Weakness'*

THE CBS announcement Wednesday that it plans to adopt certain "sampling" principles, which according to RCA are inherent in the RCA all-electronic color system, was interpreted by an RCA official last week as an admission of the "weakness" of the CBS mechanical disc method.

CBS revealed its plan to adopt "sampling" and "horizontal interlace" methods of achieving high picture resolution in its color system (see Telecasting 3).

Dr. C. B. Jolliffe, executive vice president in charge of RCA Labs Div., hailed the CBS announcement as a "significant move" to adopt "important elements" of the RCA system and added:

"Despite this latest move, however, the CBS system will still lack compatibility with the present black-and-white television system. The flaws of color breakup and flicker will still remain in the altered system."

Adrian Murphy, CBS vice president and general executive, challenged RCA statement. He said:

"The RCA statement is sheer effrontery, a gross distortion of the facts and a misrepresentation of the CBS color television system. The CBS color television system has proved that it works as a highly satisfactory broadcast medium. There is no indication that the RCA system is practical for broadcasting. On the basis of existing evidence the RCA system is 'unadoptable.'"

Dr. Jolliffe cited testimony of Dr. Peter Goldmark, CBS engineering director, before FCC last week and noted that "CBS has finally recognized the merits of the RCA color television system, by adopting several of its outstanding features."

"Of course, if CBS continues to modify its system by adoption of other important elements of the RCA system, including use of the RCA tri-color tube, there will be little technical difference left between the two systems," he said. "There would remain, however, the important element of compatibility to safeguard the public investment in television receivers."

Sanford At KBTV (TV)

J. CURTIS SANFORD is vice president and general manager of KBTV (TV) Dallas, Tex. In the Directory of Film Buyers at U. S. Television Stations [TELECASTING, March 6] Mr. Sanford was erroneously identified with KEYL (TV) San Antonio. The film buyer for KEYL should be Mortimer Dank, program manager.

FIRST AGAIN

February TV Pulse reports 7 out of 10 top once-a-week TV shows in Cincinnati are seen on

WCPO-TV

CHANNEL 7

WCPO-TV . . . 7
TV STA . B . . 2
TV STA . C . . 1

. . . and in multi-weekly TV shows WCPO-TV takes 6 out of the top 10 shows

WCPO-TV . 6
TV STA . B . . 4
TV STA . C . 0

. . . TV surveys always show WCPO-TV has the MOST viewers MOST of the time!

WCPO-TV CINCINNATI, OHIO

Call a BRANHAM Man for availabilities

ASCAP Licensing

(Continued from Telecasting 3)

statement said that ASCAP music will be licensed to broadcasters and telecasters and other users on "reasonable non-discriminatory and commercial practicable terms." Additionally the two judgments will "further the creation and dissemination of popular and standard music," he observed.

Performance Rights

ASCAP was "ordered and directed" to issue licenses for performance rights of its compositions:

(a) To a radio broadcasting network, telecasting network or wired music service (as illustrated by the organization known as "Muzak"), on terms which authorize the simultaneous and so-called "delayed" performance by broadcasting or telecasting, or simultaneous performance by wired music service, as the case may be, of the ASCAP repertory by any, some or all of the stations in the United States affiliated with such radio network or television network or by all subscriber outlets in the United States affiliated with any wired music service and do not require a separate license for each station or subscriber for such performances;

(b) To a manufacturer, producer or distributor of a transcription or recordation of a composition in ASCAP's repertory which is or shall be recorded for performance on specified commercially sponsored radio programs or television programs, as the case may be, on an electrical transcription or on other specially prepared recordation intended for radio broadcasting or for television broadcasting purposes (or to any advertiser or advertising agency on whose behalf such transcription or recordation shall have been made) of the right to authorize the broadcasting, by radio or by television, as the case may be, of the recorded compositions by means of such transcription or recordation by all radio stations or television stations in the United States enumerated by the licensee, without requiring separate licenses for such enumerated stations for such performance.

Commenting on the consent decree, Fred E. Ahlert, ASCAP president, said it "will insure to any commercial user of music, who questions the society's rates, an impartial court review." He added that ASCAP will continue to make available to radio and TV stations, the public and other commercial users, information on its repertory.

COLOR ISSUE

Coy Lists Alternatives For Settlement

THE ALTERNATIVES among which FCC must choose in settling the color television issue were summed up by FCC Chairman Wayne Coy in a speech at the U. of Oklahoma's Annual Radio Conference last Tuesday at Norman (for other details of his speech, see page 29).

He said he "hoped" but would not "predict" that the answers will be found in time to permit lifting the television licensing freeze "before this year is out."

The alternatives he listed included the possibility of establishing broad color standards that would permit the operation of all the major competing color systems —those of RCA and CBS and possibly that of Color Television Inc.

Mr. Coy also raised the question of whether set manufacturers might not now begin building adapters into their new TV receivers, so as to reduce the obsolescence factor in event FCC ultimately adopts standards based upon the CBS system.

Referring to the advantages which would come with development of a single, three-color tube—on which RCA, CTI and others are working independently, with RCA promising a demonstration of its results within a few weeks—Mr. Coy said:

"I hope with all my heart such a tube develops and that when it is shown it will be perfect. However, in the case of this tube, as in the case of other much-heralded color television marvels, neither the Commission nor the rest of the industry can afford to count such eggs before they are hatched. In the past few months I have seen too many press releases describing perfect color television badly mutilated by bad performances."

CBS Progression

He pointed out that the CBS system "has progressed farther than any of the other two systems" but is currently limited as to picture size and will not permit color transmissions to be received in monochrome on existing sets without an adaptor. The RCA system, he said, is "compatible" and has shown improvements, but presently relies upon three separate color tubes, which makes for "costly and cumbersome procedure" and "involves fundamental problems of registration." He did not feel he should go into detail on the CTI system "until I have seen a demonstration with which [CTI officials] are satisfied."

Chairman Coy said the Commission regards it as "a reasonably safe risk to allocate the UHF band for commercial television," on the basis of data compiled from experimental and military operations in this area. Hearing on the proposed UHF allocations is slated later in the current proceedings.

He summarized the basic color questions facing the Commission as follows:

. . . Certainly a 6-mc color television system that would allow black-and-white reception on present-day receivers from color transmissions would be most desirable. At the present time we do not have such a fully developed system. On the other hand, we do have a workable system with good picture quality but which is handicapped by limitations on tube size and which cannot be received by present black-and-white receivers without change.

Must we choose an undeveloped system because its color transmission can be received in black-and-white on existing receivers?

Or must we choose a workable system whose color transmissions cannot be received on existing receivers in black-and-white?

Or must we permit all of the systems to have more time for experimentation and development?

If more time were to be allowed for experimentation and development of all color television systems, could the freeze be lifted and permit black-and-white television to go ahead? Or should the freeze be kept on until it is possible to write engineering standards for color television?

If there were to be time for further experimental and developmental work, is there any action which, taken now, would protect the public presently buying television receivers in a manner which would reduce the obsolescence factor in the event the Commission decision favored a color system incompatible with present black-and-white standards?

Given the assumptions I have just stated, could it be expected that the television manufacturing industry would immediately build manual or automatic adapters in all television receivers? Would the relatively small cost for such an addition to a set be worth it in terms of giving the widest possible latitude for decision after further experimentation extending perhaps a year or more?

Or must we write multiple standards and let the public decide in the market place which is the better system? Is there any way to assure the future use of all color sets if such a proposal is followed? Is it a proposal in which the public will willingly accept the risks and costs involved?

Or must we reject all of the systems and say that we will proceed immediately with black-and-white television in both bands and let color wait until another generation or two, and in another, and now unexplored, portion of the spectrum?

These are the very difficult questions which the Commission has to face and resolve before it can decide the color television issue. Needless to say, I am not prepared to answer these questions today. . . .

The country is far richer in technological information today as a result of our present hearings. There is no question in my mind but what the Commission's actions with respect to color have moved forward the development of color television by months and years.

As a member of the Commission I take pride in the fact that we have been so diligent in looking after the public interest. I am sure that the result will be a far better, far sounder, and far more enduring system of television than if we rejected the considerations of color television at the present time and left it to chance to be developed at some unknown place in the spectrum and at some unknown date in the future. . . .

WREC Amends TV Bid

WREC Memphis, a pioneer in television experimentation, has amended its pending application for commercial TV to seek Channel 6 (82-88 mc) instead of Channel 7 (174-180 mc). The station is owned by Hoyt B. Wooten, who won a grant in June 1928 for experimentation with "mechanical" television in the 4700-4900 kc band. His Memphis commercial application was filed in May 1948.

COMPOSITE COLOR SYSTEM

'Best Part of All Systems' Urged by Johnson

COMPOSITE color television standard using the better parts of all systems was advocated last week by Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee.

Questioned about his color attitude after viewing a demonstration staged by Color Television Inc., San Francisco, Sen. Johnson said he foresees "much progress ahead" in the field. He added that he hoped a composite standard could be worked out with room for continued improvement.

"Anyone who has seen the improvement in RCA and CTI can't help being tremendously impressed. I place great faith in multi-color tubes—not RCA's alone but the others on which many people are working. Much energy has been devoted to that phase—we're going to get something.

"It makes you believe in the American System when a little outfit like CTI can do what these people have done."

CTI showed its system all last week in a Statler Hotel suite in Washington. Color pictures appeared greatly improved and observers commented favorably on the 11x14-inch projected pictures.

Carl I Wheat, CTI's Washington attorney, told TELECASTING CTI will file a formal FCC petition for a chance to show its system in San Francisco where it has laboratory facilities. He said pictures will be much better than those shown in Washington through use of horizontal switching and three colors per line.

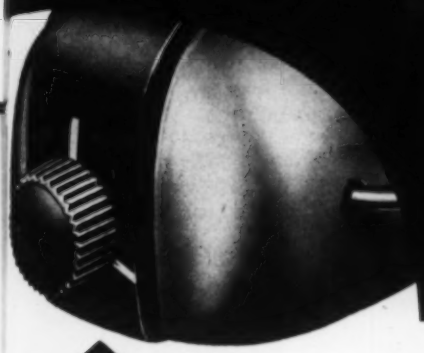
CTI was especially proud of a paddle-wheel test and the system's resistance to color breakup.

Black-and-white sets appeared to show faulty definition at close range though the images were acceptable at a distance of 10 feet. Use of horizontal switching will bring a high-fidelity black-and-white signal, it was stated. CTI also said it was only showing two colors per line but would show three in San Francisco.

NO MORE!

NO MORE PLUG-IN CARTRIDGES!
NO MORE EXTRA PICK-UP ARMS!

with the new..... *Fairchild*
TURRET-HEAD ARM



NOW- All 3 CARTRIDGES in ONE ARM

lateral, vertical and microgroove - or any other combination desired

SIMPLY TURN KNOB
to select cartridge . . . .
Pressure Changes Automatically

New miniature version of the Fairchild moving coil cartridge permits this revolutionary advance. Arm is amazingly simple and low priced. A new passive equalizer keeps total cost at a minimum. Write for complete details.

- **Optimum Performance Assured — Separate Cartridge for Each Function**
- **New Viscous Damping — No Arm Resonance**
- **New Miniature Cartridges—Lateral, Vertical, Microgroove**
- **A Fairchild Masterpiece**

Fairchild RECORDING
EQUIPMENT CORPORATION

154 St. & 7th Avenue • Whitestone, New York

CONSULTING RADIO ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 2414
*Member AFCCE**

McNARY & WRATHALL
RADIO ENGINEERS
906 Natl. Press Bldg. 1407 Pacific Ave.
Washington 4, D.C. Santa Cruz, Cal.
*Member AFCCE**

40 years of professional background
PAUL GODLEY CO.
Upper Montclair, N. J.
MOntclair 3-3000
Labs: Great Notch, N. J.

GEORGE C. DAVIS
501-514 Munsey Bldg.—STerling 0111
Washington 4, D. C.
*Member AFCCE**

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
PORTER BLDG. LO. 8821
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
*Member AFCCE**

There is no substitute for experience
GLENN D. GILLETT
AND ASSOCIATES
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
*Member AFCCE**

GAUTNEY & RAY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg.
Washington 4, D. C.
National 7757

RAYMOND M. WILMOTTE
1469 CHURCH ST., N. W. DE. 1232
WASHINGTON 5, D. C.

JOHN J. KEEL
Warner Bldg., Wash., D. C.
National 6513

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
*Member AFCCE**

McIntosh & Inglis
710 14th St., N.W.—Metropolitan 4477
WASHINGTON, D. C.
*Member AFCCE**

RUSSELL P. MAY
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REpublic 3984
*Member AFCCE**

ANDREW
CORPORATION
SPECIALISTS IN
Allocation • Design • Installation
363 E. 75th St., Chicago 19, Ill.
PHONE: TRiangle 4-4400

Dixie B. McKey & Assoc.
1820 Jefferson Place, N. W.
Washington 6, D. C.
REpublic 7236

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave. MI. 4151
DALLAS, TEXAS
1728 Wood St. Riverside 3611
*Member AFCCE**

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
*Member AFCCE**

CHAMBERS & GARRISON
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
*Member AFCCE**

KEAR & KENNEDY
1703 K ST., N. W. STERLING 7932
WASHINGTON, D. C.
*Member AFCCE**

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 8-6108

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. REpublic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
*Member AFCCE**

Philip Merryman & Associates
• 114 State Street
• Bridgeport 3, Conn.
• Bridgeport 5-4144
RADIO CONSULTANTS

GUY C. HUTCHESON
1100 W. ABRAM ST. AR 4-8721
ARLINGTON, TEXAS

A. R. Bitter
CONSULTING RADIO ENGINEERS
4125 Monroe Street
TOLEDO 6, OHIO
Telephones—Kingswood 7631, 9541

SILLIMAN & BARCLAY
1011 New Hampshire Ave. RE. 6646
Washington, D. C.
2915 Red River 2-5055
Austin, Texas

LYNNE C. SMEBY
"Registered Professional Engineer"
820 13th St., N. W. EX. 8073
Washington 5, D. C.

GEORGE P. ADAIR
Radio Engineering Consultant
EXecutive 5851 1833 M STREET, N. W.
EXecutive 1230 WASHINGTON 6, D. C.

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Executive offices: 40 East Ave.
Laboratory: 114 Northgate Rd.
Riverside, Ill. — Riverside 6652
(A Chicago suburb)

ADLER ENGINEERING CO.
TELEVISION AND BROADCAST FACILITIES
DESIGN AND CONSTRUCTION
18 Grand St., New Rochelle, N. Y.
New Rochelle 6-1620

*Member AFCCE**

Telecasting
← Insert
Pull Out for Filing

CANCER MONTH

Radio Will Aid ACS Crusade

MORE than a million dollars in contributed talent and radio time has been lined up for "Cancer Control Month" which opens April 1, the American Cancer Society announced in Washington last week. The national goal for 1950 is $14,565,000.

An array of radio and screen stars will assist the cancer society's crusade to put over the message of need for more funds for its three-pronged attack through research, education and service, it was announced. Transcribed messages by screen stars Edward Arnold, Cary Grant and Roy Rogers have already been produced and other stars are being recruited for April broadcasting, according to the society.

The talent line-up also includes the orchestras of Guy Lombardo and Xavier Cugat, Mollie McGee in a serious role making a short appeal for cancer funds, Contralto Marian Anderson, and Commentator Fulton Lewis jr.

In addition, all of the 61 ACS divisions will develop local live-talent shows to be presented on time pledged during the drive by a majority of the stations throughout the country. During the 1949 campaign, 1,059 stations used ACS transcribed programs, the society said, representing an estimated $1,137,152 in time given by the stations.

KPFA (FM) PLANS

Seeks Listener Support

KPFA (FM) Berkeley, Calif., last week announced formation of a sponsoring committee of San Francisco Bay Area civic leaders to spearhead a drive to support the station by listener subscription rather than commercial advertising.

The station has been broadcasting for almost a year on its non-commercial policy. It has been declared a non-profit, educational corporation by the federal government. Listener donations for its support are tax deductible.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

ACTIONS OF THE FCC

MARCH 10 to MARCH 17

CP-construction permit ant.-antenna cond.-conditional
DA-directional antenna D-day LS-local sunset
ERP-effective radiated power N-night mod.-modification
STL-studio-transmitter link aur.-aural trans.-transmitter
synch. amp.-synchronous amplifier vis.-visual unl.-unlimited hours
STA-special temporary authorization CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 10 Decisions . . .

ACTIONS ON MOTIONS

By Examiner Fred Johnson

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—Denied motion requesting continuance of approximately 30 days of hearing presently scheduled in connection with applications for transfer of control and renewal of licenses.

By Examiner Fanney N. Litvin

KSGM Ste. Genevieve, Mo.—Granted continuance of hearing from March 14 to May 2 in Washington, D. C. in proceeding re application.

By Examiner J. D. Cunningham

Neb. Rural Radio Assn., Lexington, Neb.—Granted continuance of hearing from March 15 to April 19 re application and that of John Townsend, North Platte, Neb.

By Examiner Jack P. Blume

Waycross Bcstg. Co., Waycross, Ga., Teletronics Inc., Waycross, Ga.—Dismissed as moot petitions of Waycross requesting that hearing record be reopened and that further hearing be scheduled on March 31, and petition of Teletronics Inc. opposing these requests and affirmatively requesting further hearing in Washington.

By Examiner Leo Resnick

WAVL Apollo,, Pa.—Granted in part petition requesting that hearing in Docket 9545, presently scheduled for March 13, at Washington be continued for period of 30 days approximately from date of publication of Commission's action on petition, filed Jan. 25, for reconsideration and grant or for particularization in issues for hearing; hearing continued indefinitely.

By Examiner Jack Blume

WWJ Detroit—Granted petition by party respondent requesting further hearing re applications of WKNX Saginaw, Mich., and that of WKMH Inc., Jackson, Mich., now scheduled to be held on March 15 be continued for 60 days; hearing continued to May 15 at Washington, D. C.

March 10 Applications . . .

ACCEPTED FOR FILING

SSA—1030 kc

KWBU Corpus Christi, Tex.—Request for SSA on 1030 kc, 50 kw unl., non-directional from local sunrise at Boston to local sunset at Corpus Christi.

AM—1480 kc

WBBL Richmond, Va.—CP to change from 1450 kc 250 w to 1480 kc 5 kw directional.

AM—730 kc

WKSR Pulaski, Tenn.—Mod. license to change from 730 kc 250 w D to 730 kc 250 w-D 100 w-N.

Modification of CP

KUNO Corpus Christi—Mod. CP AM station to change from 1400 kc 100 w unl. to 1400 kc 250 w unl.

License Renewal

Request for license renewal AM station: WWWR Russellville, Ala.; KRKD Los Angeles; WNDB Daytona Beach, Fla.; WGST Atlanta, Ga.; WGOV Valdosta, Ga.; WAAF Chicago; KFNF Shenandoah, Ia.; WPBC Minneapolis, Minn.; WPAT Paterson, N. J.; WWNH Rochester, N. H.; WEBR Buffalo, N. Y.; WKRT Cortland, N. Y.; WDAY Fargo, N. D.; WPFB Middletown, O.; WAVL Apollo, Pa.; WJMX Florence, S. C.; KELP El Paso, Tex.; KWBC Fort Worth, Tex.; KGKL San Angelo, Tex.; WXGI Richmond, Va.; KWSC Pullman, Wash.

Modification of CP

WMBR-TV Jacksonville, Fla.—Mod. CP new commercial TV station for extension of completion date.

APPLICATIONS DISMISSED

Beaver Dam, Wis.—Evans Radio Co. DISMISSED application for new AM station on 1430 kc 1 kw D.

March 13 Decisions . . .

BY A BOARD

CP Replace Expired CP

WHNC-FM Henderson, N. C. — Granted new CP to replace expired CP with expiration date to be shown as 6 mos. from date of grant.
KMFM Monroe, La.—Same.
WFSS Coram, N. Y.—Same.
WHHM-FM Memphis, Tenn.—Same.

Following granted CPs for changes in existing facilities:

KCRK Cedar Rapids, Ia.—Change ERP from 276 kw to 50 kw; ant. from 210 ft. to 320 ft.
WMOX-FM Meridian, Miss.—Change ERP from 20 kw to 3.6 kw; ant. from 120 ft. to 150 ft.
KTUL-FM Tulsa, Okla. — Change power from 2.6 kw to 1.25 kw; ant. from 270 ft. to 90 ft.
WFMD-FM Frederick, Md.—Change from Ch. 268, (101.5 mc) to Ch. 260, (99.9 mc).
WKNE-FM Keene, N. H.—Change from Ch. 300, (107.9 mc) to Ch. 282, (104.3 mc).
WISC-FM Madison, Wis. — Change from Ch. 255, (98.9 mc) to Ch. 251, (98.1 mc).
WVBT S. Bristol, N. Y.—Change from Ch. 270, (101.9 mc) to Ch. 236, (95.1 mc).
KIRO-FM Seattle, Wash.—Granted mod. CP to change power from 7.7 kw to 4.5 kw DA.
KMJ-FM Fresno, Calif. — Change power from 34 kw to 7.3 kw DA, ant. height from 1,310 ft. to 630 ft.

Hearing Designated

KPAB Laredo, Tex.—Designated for hearing in consolidated proceeding with application for revocation of license application for transfer of control of station KPAB from Mark Perkins to Allen K. Tish.

(Continued on page 85)

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
STerling 3626

COMMERCIAL RADIO Monitoring Company
PRECISION FREQUENCY MEASUREMENTS
Engineer On Duty All Night Every Night
PHONE JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

until March 31

The 1950 BROADCASTING YEARBOOK

comes free to new subscribers

If you subscribe before March 31, we can still include the $5.00 1950 YEARBOOK as a bonus. The supply is almost exhausted, so act now!

- Analysis 1949 radio-tv adv.
- Media costs
- Radio-tv billings
- Program Trends
- Audience Analysis
- AM FM TV stations, executive personnel
- 55 directories—550 p. complete radio-tv index

MAIL COUPON TODAY!

1150

BROADCASTING • Telecasting
870 NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

Yes, send me 52 weekly issues of BROADCASTING and the 1950 Yearbook ($5 val) free as part of this order. (Offer expires Mar. 31)

☐ I enclose $7.00
☐ Please bill me

NAME
COMPANY
ADDRESS
CITY ZONE STATE

YEARBOOK Special

XUM

Allied Arts

ARLINGTON KUNSMAN appointed assistant general manager of duPont Co. newly-created film department. He has been with company for over 30 years, and was formerly manager of company's cellophane division.

JERRY ALBERT, director of advertising and public relations for United World Films, named editor of National Television Film Council's official publication, *Televista*, which will begin publication in April. WILLIAM HOLLAND, of Hypernion Films, will act as chairman of membership committee of council replacing Mr. Albert.

RAY L. POLLEY, former advertising production manager at Lockwood-Shackelford Adv., Los Angeles, joins Capitol Records, same city, in similar capacity.

TERRY GILKYSON, singer-composer, completes series of quarter-hour programs entitled *The Solitary Singer*, recorded by Audio-Video Recorders Inc.

JACK MELVIN purchases interests of his partner DAVID SILVERMAN in Melvin-Silverman Inc., Hollywood public relations firm, with company name being changed to Melvin, Newell & Rector. Joining firm are BETTY NEWELL, formerly assistant to Mr. Melvin at Foote, Cone & Belding, Hollywood, as secretary of organization and account executive; and ROY RECTOR, formerly operations supervisor and television director with WKY-TV Oklahoma City and prior to that with FC&B, joining as vice president. New firm has offices in Hollywood Plaza Hotel, 1637 N. Vine Street. Phone is Hillside 7538.

IRENE FORMAN, formerly in charge of theatrical and radio research for *The Answer Man* radio program of Bruce Chapman Productions, joins Alvin Austin Assoc., public relations and advertising organization in New York.

CARDINAL Co., Hollywood packagers of live and transcribed programs, moves to 6600 Sunset Blvd. Telephone: Hempstead 1177.

MAGNECORD Inc., Chicago, announces new PT6-EL, continuous loop panel which firm says now makes it possible to repeat recording without rewinding original spool. Messages from two seconds to 15 minutes long can be played.

Equipment

JACK C. GARDNER & Assoc. appointed Bendix Radio district merchandiser for Maryland and Southern Delaware.

GEORGE P. LOHMAN appointed field sales representative of RCA Victor Home Instrument Dept. in northern part of company's East Central Region, with headquarters in Cleveland. He entered radio 28 years ago with RCA, his most previous position being with Allen B. DuMont Labs Inc., in New York.

EASTMAN KODAK Co., Rochester, N. Y., announces new Model 25, Eastman 16mm Projector, for 115 volt, 60 cycle, AC operation, with various accessories. Illustrated brochure is available by writing company.

WALTER S. BOPP, former procurement manager of RCA International Div., appointed manager of radio and appliance sales of the division.

World Renewals

WORLD Broadcasting System has announced the signing of 20 more stations for renewal and extension of the firm's transcribed library service. Stations are:

WKTG Thomasville, Ga.; WFBL Freeport, Ill.; WIMS Michigan City, Ind.; KMLB Monroe, La.; WHRV Ann Arbor, Mich.; WBBZ Vineland, N. J.; KOBE Las Cruces, N. M.; WTOL Toledo, Ohio; KWIL Albany, KWIN Ashland and KORE Eugene, Ore.; WPWA Chester, WARD Johnstown and WPIC Sharon, Pa.; WWON Woonsocket, R. I.; WCRK Morristown, Tenn.; WEPM Martinsburg, W. Va.; WTAL Tallahassee, Fla.; WKUL Cullman, Ala.; WMOC Covington, Ga.

GREAT testimonials to radio are these letters piled high in CBS Hollywood mailroom in response to radio star Garry Moore's (r) request that listeners drop him a line to help convince a prospective sponsor of his CBS show's appeal. Gathering the mail are A. E. Joscelyn, CBS Hollywood operations director, and Mr. Moore. Over 92,000 letters reportedly were received in the first three days following the call.

WGAF GRANT

Taken To Court of Appeals

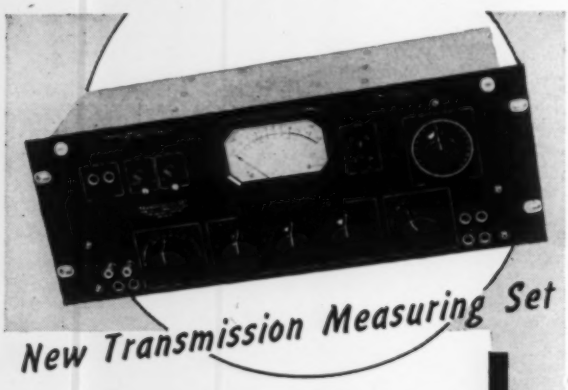
COMPLAINT against FCC's August 1949 grant establishing WGAF Valdosta, Ga., was filed fortnight ago with the U. S. Court of Appeals for the District of Columbia by the losing applicant in the proceeding, Okefenokee Broadcasting Co. Okefenokee in mid-February was denied reconsideration of the grant by the Commission [BROADCASTING, Feb. 20].

The losing applicant charged that the Commission improperly deprived it of comparative consideration in the proceeding and failed to give full opportunity to be heard. FCC in its final decision to award 5 kw fulltime on 910 kc, directional night, to Valdosta Broadcasting Co. for WGAF had concluded Okefenokee lacked the requisite qualifications to become a broadcast licensee and hence did not warrant comparative consideration.

RADIO news and program department of *Johnstown* (Pa.) *Democrat* for Jan. 11 was read in part or in whole by 62% of paper's male readers and 72% of the women. Advertising Research Foundation reported after it had surveyed paper's readers in 136th study in continuing series of newspaper readership analysis.

KCMO Farm Tour Ends

KCMO Kansas City's 25 "touring farmers" have returned home after a 25-day, 15,000-mile air tour of Europe under the guidance of KCMO's Director of Agriculture C. W. Jackson [BROADCASTING, Feb. 6]. Ireland was the last of 10 countries visited where farming conditions, agriculture problems and various recovery programs were observed first hand.



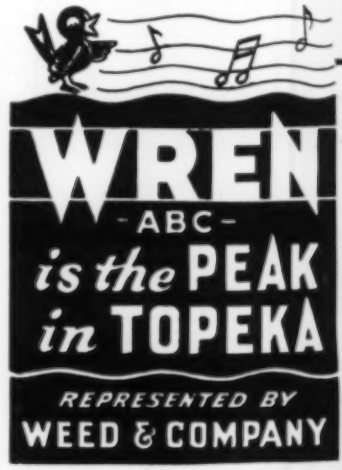
New Transmission Measuring Set

Daven Type 11A Transmission Measuring Set is fast proving itself a "must" for FM and AM station engineers. This instrument offers an ideal solution for making measurements required by FCC "proof of performance" regulations.

For an accurate versatile gain set, at a moderate price — specify The Daven Type 11A.

THE DAVEN CO. 191 CENTRAL AVENUE NEWARK 4, NEW JERSEY

Write today for additional information. Dept. BD-3



KOB TAX CASE

Interstate Question Not Settled

DECISIONS of the New Mexico Supreme Court in two cases involving KOB Albuquerque's protest against the state's 2% occupational tax [BROADCASTING, March 6] appear to provide a financial victory for the station, according to attorneys who have reviewed the opinions in the cases (5236, 5237).

However, it is believed, the opinions do not clear up confusion over the interstate character of the broadcasting business. The tax status of local broadcasts apparently has not been affected.

The court did not issue a flat ruling that broadcasting is interstate commerce and exempt from such a tax. Instead it held the station liable for a small tax covering business adjudged solely intrastate, for which a tax had been paid under protest.

NAB took part in the litigation as a friend of the court.

In one case (5236) Chief Justice Bruce reaffirmed a former decision chastising the lower court for its stand that interstate and intrastate business could not be separated. This in effect held KOB liable for four months' taxes on local broadcasts and was based on a procedural technicality which forbids offering of new evidence that had been available at the first trial.

In the meantime, KOB had brought into contention the tax on another four-month period which New Mexico statute allowed.

The court held in the second case (5237) that none of KOB's receipts were subject to the tax. This developed after the state had depended on a plea of res judicata (already litigated). The court held the case had not been decided before in view of the fact that a different period of time was involved.

The points at issue in the two cases were different, accounting for the difference in decisions, attorneys point out. In the first case the fact that "local broadcasts" brought business to sponsors from outside the state was not in evidence. The court held the station had not proved it was not liable to the tax, a burden placed on taxpayers, and therefore the station was properly subject to the tax.

This procedural technicality did not apear in the second case, where the station brought in evidence as to its interstate character. The lower court had held the station exempt from the tax in its entirety, and the high court affirmed this decision.

Going into the interstate angle, Chief Justice Brice wrote:

We held in the first appeal that all local broadcasting is not necessarily interstate commerce merely because such broadcasts may be heard beyond the borders of a state; and that the burden was on the appellant (appelle here) to establish a right to the return to it of the tax money, or some part of it, which it paid to the state under protest.

This burden appellant did not meet as to local broadcasts. It rested its case wholly upon the assumption that all broadcasting, local or otherwise, over its station was interstate commerce; which we held, and now hold is not necessarily true. There is no finding or evidence indicating that any of the local broadcasts over KOB was interstate commerce.

The decision included a reference to the U. S Supreme Court's dismissal of the Arkansas tax appeal "for want of a substantial Federal question."

More and Better

TWO NEW BABIES in one day is the boast of C. H. Fisher, president of KUGN Eugene, Ore., in announcement heralding the grant of "shiny new construction permit for a bouncing 1000 w on 590 kc unlimited time" to KUGN Inc., on Feb. 24th. The louder and lustier KUGN was followed by a grant to the same owners for the new Voice of Oregon-Washington Broadcasters at Hood River, Ore., on 1340 kc with 250 watts.

Technical

CURTIS C. NEILSON, transmitter operator, promoted to assistant chief engineer at KSL-AM-TV Salt Lake City. He has been with station for 10 years with exception of four years service with armed forces.

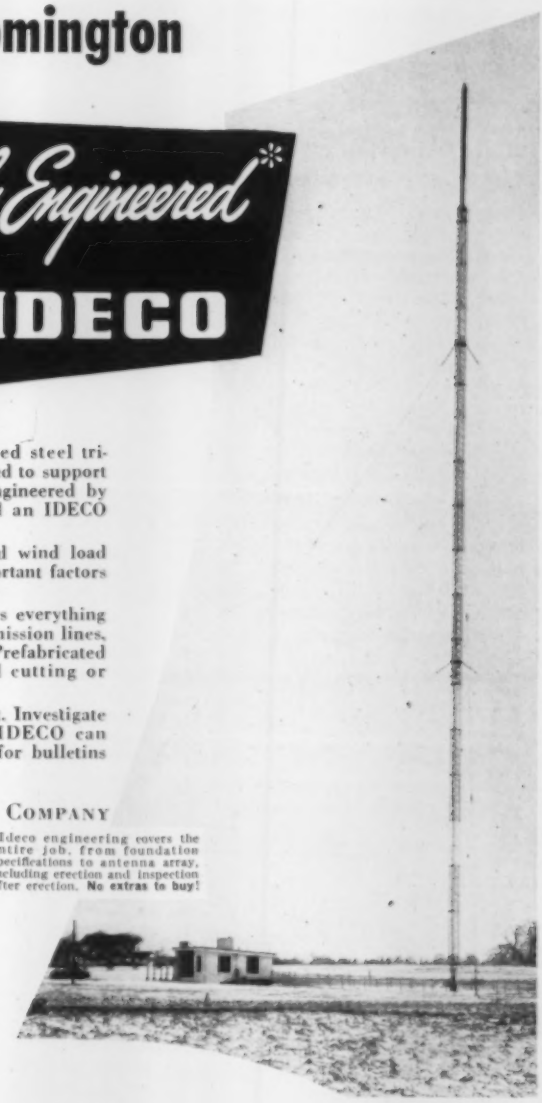
JOSEPH H. COPP, former audio and television systems engineer for General Electric, appointed audio facilities engineer for ABC. He succeeds JOHN D. COLVIN, who has joined Commercial Radio-Sound Corp., New York as chief engineer.

ALLEN B. DuMONT LABS., Passaic, N. J., announces new DuMont-Holmes "Superspeed" projector in its line of TV broadcasting equipment. Heart of projector is intermittent sprocket which pulls down in approximately 2000 microseconds and makes it dual purpose tool for TV stations. First use as direct projector image orthicon camera pickup; secondly it may be used as background projector for studio production. Projector is offered in two models, universal and heavy duty, prices are $2,985 and $4,860 respectively. Both will be available in limited quantity for March delivery.

BERLANT Assoc., Los Angles, announces new Concertone Console, Model 702, designed to hold basic Concertone Magnetic Tape Recorder, No. 401. Console features platinum hammertone finish, is 24 inches wide, 16 inches deep and 36 inches high, with recessed base.

WJBC . . . beams FM 400 feet above Bloomington

another *Completely Engineered** TOWER by IDECO



The WJBC radio tower . . . a solid base, 346-foot guyed steel triangular tower, 54-foot RCA FM pylon antenna (designed to support additional 50-foot TV antenna) . . . was completely engineered by IDECO. Bloomington Broadcasting Company picked an IDECO tower for two important reasons:

Triangular-Section Safety — Extra rigidity . . . reduced wind load . . . freedom from distortion . . . triangular design—important factors that contribute to IDECO'S outstanding safety record.

*Complete Engineering** — IDECO engineering covers everything from the solid base to the 3-foot beacon light . . . transmission lines, service ladders, platforms, and special accessories. Prefabricated sections fit together easily and quickly . . . no field cutting or welding is necessary.

IDECO radio towers are in service from coast to coast. Investigate before you build or buy a tower . . . find out how IDECO can relieve you of all tower responsibilities. Write today for bulletins RT-46 and SSRT-1.

INTERNATIONAL DERRICK AND EQUIPMENT COMPANY

Columbus, Ohio • Torrance, California

*Ideco engineering covers the entire job, from foundation specifications to antenna array, including erection and inspection after erection. No extras to buy!

IDECO TRIANGULAR SECTION towers

AM · FM · TV

PRESS AND RADIO CLUB

Media Cooperate Socially in Des Moines

PRESTIGE lifter of both radio and the press in Des Moines is the opening of the new Des Moines Press and Radio Club. Cooperation between the sound and printing professions brought about its establishment.

As a result, the city now boasts a smartly decorated club room. A former supperclub was remodeled and redecorated as quarters for meetings, luncheons, dinners and social activities. A professional finishing job would have cost more than $5,000 but with a membership volunteer unit working "after hours" and on Sunday, the work was completed at a cost of only $500, members report.

The newly-organized group already lists 375 charter members. Charles McCuen, KRNT Des Moines newscaster, is president. Other officers are: Merrill Gregory, managing editor, *Wallace's Farmer*, secretary; Gene Godt, WHO Des Moines newsman, treasurer.

The clubrooms are large and attractive highlighted by a radio-depicting panel painted by Bud Sauers and a Fourth Estate panel by Will Connor. Both men are of the *Register & Tribune* art department.

'VOICE' EXPANDS

State Dept. Seeks Engineers

IN line with expansion of overseas facilities of the Voice of America, the State Dept. last week in Washington announced it is recruiting qualified broadcast engineers.

Engineers of high technical ability and good personal background will be eligible to make a career as staff officers of the U. S. Foreign Service. Minimum technical requirements are five years of general radio experience, at least two years of which must have been as a broadcast transmitter technician or as a technician of high powered communications transmitter installations. Starting salaries are $4,290 and $5,370 per annum depending on the applicant's experience, it was announced.

BOSTON MEET

NERE Sets April 15

TECHNICAL papers, exhibits and a visit to WBZ Boston's Radio and Television Center will highlight the 1950 New England Radio Engineering Meeting at the Somerset Hotel in Boston on April 15.

Bulk of the day will be devoted to discussions and presentations of technical papers dealing with radio and television. Topics include industrial television, a new pulse generator for television, transient phenomena in loud speakers, a multichannel PAM-FM radio telemetering system, design and utilization of a four-phase radio frequency oscillator, a novel coaxial noise diode termination, and an experimental AM transmitter employing crystal-controlled magnetron.

Feature field trip will be the visit to WBZ's facilities following the late afternoon scheduled windup of paper delivery. W. H. Hauser, WBZ chief engineer, is in charge of the radio engineers' luncheon and Harold A. Dorschug, WEEI Boston chief engineer, is chairman of the papers committee. Business session is scheduled for 4:35 p.m. with the meeting's conclusion set for 6:30 p.m.

Columbia Development

COLUMBIA RECORDS Inc. has developed a new record-cutting technique, the thermal engraving process, now being used for long playing microgroove records. The technique produces a cleaner groove with greatly reduced loss of high frequencies, William S. Bachman, director of engineering and development, Columbia Records, has revealed.

Pointing to the radio panel is KRNT's Don Bell, disc jockey.

CANADA RATINGS

U. S. Network Shows Lead

AMERICAN network programs took the lead in the national rating report of Elliott-Haynes Ltd., Toronto, for February. First 10 evening programs, with rating, were: *Charlie McCarthy* 36, *Fibber McGee & Molly* 34.1, *Radio Theatre* 33.8, *Amos 'n' Andy* 33.8, *Our Miss Brooks* 28.2, Bob Hope 27, *Twenty Questions* 25.3, *My Friend Irma* 25.2, *Aldrich Family* 23.8, and *Mystery Theatre* 22.2. There were a total of 40 commercial network evening programs in the February rating report.

Five leading daytime programs were *Big Sister* 16.1, *Ma Perkins* 15.7, *Happy Gang* (Canadian program) 15.6, *Road of Life* 15.6, and *Pepper Young's Family* 15.5. Leading French-language evening programs were: *Un Homme et son Peche* 39.2, *Radio Carabin* 34.9, *Metropole* 31.9, *Ralliement du Rire* 27.6, and *En Chantant dans le Vivoir* 25.2. Leading French daytime programs were: *Jeunesse Doree* 29.5, *Rue Principale* 28.7, *Maman Jeanne* 23, *Quart d'Heure de Detente* 22.9, and *Grande Soeur* 22.6.

KRIC Baseball

FOR the fifth consecutive year, KRIC-AM-FM Beaumont, Tex., will broadcast all games played this year by the Beaumont Rufneks, Class AA Texas League and New York Yankee farm baseball club, the station has announced. KRIC holds an exclusive contract with the club and has tentatively arranged to feed the broadcasts to other Gulf Coast stations. Last year four additional stations carried the KRIC originations. Ed Dittert, KRIC's sports director, again will handle play-by-play, the station said. Sponsorships are on a cooperative basis with local merchants buying time.

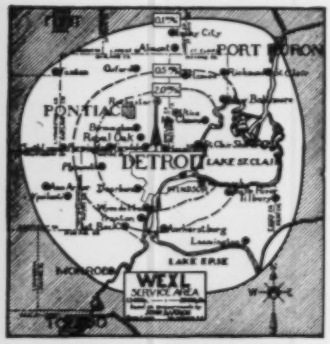
WLAW-AM-FM Lawrence, Mass., signs off at midnight instead of 2 a.m. as was previously done, seven nights weekly.

The 'Late' Mr. Phillips

DON PHILLIPS, disc jockey of the early morning *Farm and Ranch Hour* on KTXL San Angelo, Tex., awoke to find he'd be a little late for work, a fortnight ago. In great haste, he phoned the transmitter to say he'd be in shortly. He dialed what he thought was 7677, the transmitter number, and told his story to the sleepy voice on the other end. Later in the day, Mr. Phillips received a call from A. D. Rust, president of WesTex Broadcasting Co., owner and operator of KTXL. It seems the number Mr. Phillips called in the wee, small hours was 7877, Mr. Rust's number. Thanks to a boss with a sense of humor, Don Phillips is still heard on KTXL.

SOME 20 million Americans, mainly in rural areas and small towns, either do not hear regularly and clearly any radio station at all or, at best, can get only one station, according to *Pathfinder* news magazine.

Detroit's Most Effective Selling Team!



REPRESENTED NATIONALLY BY THE FRIEDENBERG AGENCY, INC.

WEXL
1340 KC 250 Watts

WEXL-FM
104.3 MC. 18,000 Watts

Royal Oak, Michigan
PRIMARY COVERAGE

900,860 Radio Homes—
More than half the total Radio Homes in Michigan, with a retail buying power (1948) of over $3½ billion.

OPERATING 24 HOURS DAILY

Member N.A.B.—M.A.B.

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy
in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

Programs

NEVER to be one who would turn his back on newsbreak, Craig Lowe, WSGN Birmingham news and special events director, slammed into action when his scheduled Air Force flight to cover Caribbean maneuvers for station's listeners had change of plans. Upon arrival in Washington coinciding with end of the coal strike, Mr. Lowe contacted local U. S. representative who was able to call William Mitch, president, District 20 UMW, Birmingham, from conference table. Using WMAL Washington facilities, Mr. Lowe gave WSGN listeners first-hand official report of signing of soft-coal contract, with Mr. Mitch urging workers to go back on their jobs.

Teen-Agers Program

DIFFERENT East Bay high school is featured each Saturday on KROW Oakland, Calif.'s *Teens, Tunes and Topics* show conducted by Ray Yeager, disc jockey. Students of selected high school pick five favorite tunes each week. Interviews by Mr. Yeager of student leaders also are presented.

WBZ-TV's 'Caravan'

LOCAL *Caravan of Stars* bowed to WBZ-TV Boston audiences on March 16 with Dick Todd, Canadian singing star, as program's first guest star. Other celebrities scheduled to appear on weekly shows are Frank Fontaine, Mary Ashworth, Beatrice Kay, and others. Program originates from WBZ Radio and Television Center Thursday at 7:30 p.m. *Caravan* is sponsored by Carpenter-Morton, maker of Carmote paints. Tom Sawyer, WBZ-TV staff producer, is director.

Radio Chapel Program

ANSWER to broadcasters' problems in presenting religious programs is offered by Allen T. Simmons, owner and operator of WADC Akron, Ohio. Mr. Simmons reports debut on March 5 of hour-long program that includes local non-sectarian preacher and staff announcer dramatizing stories of Old and New Testament and reading of inspirational poetry. Called *The Chapel by the Side of the Road*, program urges listening public to attend church of choice rather than attempt to present substitute for church attendance. Week following premiere of program, Mr. Simmons reports, brought encouraging mail pull.

'Helen and Budd'

TOPICS of top interest of day are beamed to housewife by WKBW Buffalo's new Mr. & Mrs. show, *Helen & Budd*. Principal characters on program, heard from 4 to 4:30 p.m. Monday through Friday and premiered March 13, are Mr. and Mrs. Budd Hulick. Mr. Hulick is best remembered in original radio show *Stoopnagle & Budd*, *What's My Name?* and other network programs. Mrs. Hulick is veteran of stage and for many years was active in her native Buffalo's women's activities. Show also provides music renditions and interviews with visiting personalities.

Aviation History

TRACING history of aviation from its beginnings to present day, KNBH (TV) Hollywood March 17 started new *Jenny's to Jets* weekly series. Program features showing of some of greatest motion picture films on aviation and its pioneers; in addition to this, noted pilots of past and present appear on program to give their views on future of aviation. Col. Charles E. Hastins Jr., pilot in both World Wars, produces program.

Promote Savings Bonds

AIMED at promoting U. S. Savings Bonds, WWDC-AM-FM Washington has begun non-political and non-controversial program called *Labor Speaks* in cooperation with Treasury Dept. and organized labor. Program, which is heard Tuesday at 10 p.m., features speeches by labor leaders with its theme-note the purchase of savings bonds.

CKOY Airs Science

SCIENCE students' appetites are whetted in *Excursions in Science*, science information program produced by General Electric Research Lab, Schenectady, N. Y., and aired weekly, Thursday 10:45 p.m., by CKOY Ottawa. Fifteen-minute program highlights informal discussions of particular phase of science by leading authorities in field. Material covered by each broadcast is condensed in a "scientific paper" and sent to listeners upon request.

Dignitaries on WBUR Script

HOUR-LONG documentary on WBUR Boston, Boston U.'s station, marked the station's inauguration on March 1. Written into script and playing themselves were President Daniel L. Marsh, of B. U.; Mayor John B. Hynes; Gov. Paul A. Dever and Prof. Samuel B. Gould, station director and head of department of radio, speech and dramatics at Boston U.'s school of public relations.

Baseball Coverage

MAJOR LEAGUE baseball games emanating from the East will be broadcast by KALI Pasadena, Calif. Station acting as Los Angeles outlet for new National Liberty Network, will carry broadcasts of National League games live and recreations of American League contests.

Airs Practical Politics

COMBINING education programming with political analysis, WMRN Marion, Ohio, carried broadcast from Grey Chapel at Ohio Wesleyan U. by Guy Gabrielson, chairman of the Republican National Committee. Address was in conjunction with school's institute of practical politics. Week previously, WMRN aired broadcast by Mrs. India Edwards, executive director of women's division, Democratic National Committee.

Science Quiz

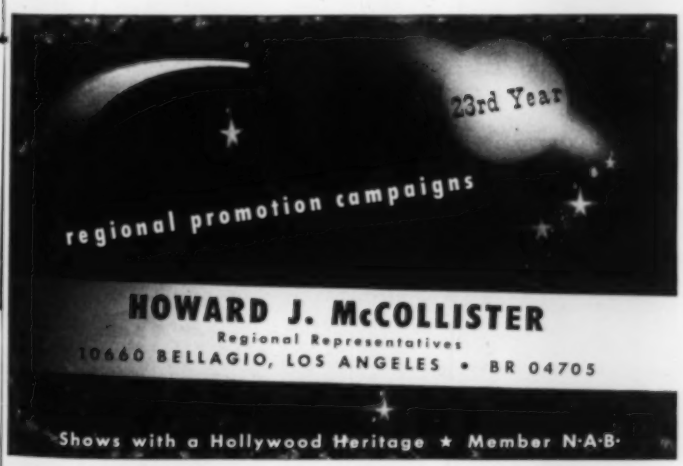
WESTERN Pennsylvania high school students again will compete for college scholarships in 1950 School Science Experts' quiz series to be heard on KDKA Pittsburgh Monday nights for seven weeks beginning March 27. Student scientists from public, private and parochial schools in KDKA area will take part in competition which is held annually as forerunner of Budd Planetarium School Science Fair, exhibition of science demonstrations planned and built by high school students. On seventh broadcast, May 8, six finalists will vie for "championship" title and scholarship awards. Ed Young, KDKA production chief, will be moderator on programs.

Appeals to Women

NEW quarter-hour television series, *Women in the News*, featuring on-the-spot films of happenings regarding the fairer sex, starts on KFI-TV Los Angeles. Program features Adelaide Hawley, radio and fashion reporter who also will conduct weekly interview with important woman personality, in addition to servicing and editing film recordings being filmed by camera crews in 18 key cities of country.

TR's New Accounts

TRANSIT RADIO Inc., New York, has signed four new advertisers this month. They are Bauer & Black (Blue Jay products) started March 6, through Henri, Hurst & McDonald; Bell Telephone of Pennsylvania, through Grey & Rogers, Philadelphia; General Foods (Birds Eye frozen foods) through Young & Rubicam, March 1; Manhattan soap through Duane Jones, starting in mid-April. Most contracts are for 52 weeks.


23rd Year
regional promotion campaigns
HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

The stars of today and tomorrow are

Yours for more Sales

... with the *new era* in

Thesaurus

Music by Roth

The *new* Thesaurus brings you bigger and better programming packages with top sponsor-appeal...top name artists! You get *comprehensive* programming, promotion, publicity . . . a steady flow of *current* tunes and material . . . network-quality production. Wire or write today for full details!

RCA recorded program services

Radio Corporation of America
RCA Victor Division

120 East 23rd Street
New York 10, N. Y.
Chicago • Hollywood

BRITISH RADIO
Book Studies BBC Monopoly

BRITISH BROADCASTING. A STUDY IN MONOPOLY. By R. H. Coase. Cambridge, Mass.: Harvard U. Press. 206 pp. $2.75.

IN this historical study of the monopolistic organization of broadcasting in Great Britain, R. H. Coase, reader in economics in London U., describes how the monopoly came into being. He then considers what effect it had on the development of and policy towards competitive services such as wire broadcasting and foreign commercial broadcasting intended for listeners in Great Britain.

The volume also contains a summary of the views which have been held on the monopoly of broadcasting in Great Britain as well as an examination of the arguments by which the monopoly has been justified. Book also is timely as the BBC's current charter expires on Dec. 31, 1951.

Amateur Radio Map

AMERICAN Radio Relay League of West Hartford, Conn., has announced its new and revised edition of the Amateur Radio Map of the World. A four-color special projection by Rand McNally, the map has been especially prepared for use by amateur radio stations primarily in their "DX" or long-distance international communications activities. Price of the 30 x 40 inch map is $2.

Pictorial Discs

A PICTORIAL phonograph record, designed partly for use as inexpensive transcriptions of radio programs, has been developed by Vis-I-Disc Corp. according to International Public Relations Corp., which represents the record firm. The new records are made of unbreakable composition plastic, light in weight, and will be produced for 78, 33⅓ and 45 rpm speeds in 7, 10 and 12-inch sizes. Firm uses a process which permits reproduction of art work from Kodachrome in full color over the face of the disc.

Production

JACK EDMUNDS, formerly producer for NBC and CBS and head of program operations for ABC in Washington, appointed program supervisor of KPRC Houston, Tex. From 1931 to 1936 with NBC, he produced the Ed Wynn show, *Rudy Vallee Hour*, Paul Whiteman's show and Chase & Sanborn show. At CBS, where he spent four years, he produced the Andre Kostelanetz show, *Let's Pretend*, Sunday afternoon symphony broadcasts and *Abe Lincoln in Illinois* series.

JOHN S. LUGT joins staff of KSL-TV Salt Lake City as producer. He formerly was with *New York Daily News* and its WPIX (TV) New York and also with Martin Stone Agency.

HUGH HOLDER joins staff of WCOG Greensboro, N. C., as program director. He formerly was with WAYS Charlotte, N. C.

STERLING QUINLAN, publicity director of WBKB (TV) Chicago, named program director succeeding **E. JOHNNY GRAFF,** resigned (see Agencies).

M. MAXINE MULVEY, formerly of KOIL Omaha, Neb., joins writing staff of KLZ Denver.

NEWTON THOMAS Jr., formerly with WRVA Richmond, Va., joins announcing staff of WXGI Richmond. **BILL NEWMAN** appointed chief announcer.

JEFF EVANS joins WLDY Ladysmith, Wis., as chief announcer-engineer. He formerly was chief engineer at KRUL Corvallis, Ore.

GRETCHEN THOMAS appointed women's director of WERE Cleveland. She formerly was with WTAG Worcester, Mass., and WTIC Hartford, Conn. She also was formerly a network actress.

LUELLA ENGEL joins WPFB Middletown, Ohio, to conduct her own show, devoted to homemaking, Mon.-Fri.

GUY KIBBEE, stage and screen actor, joins panel of Mutual-Don Lee *Sports for All* heard Thursday, 8:30-8:55 p.m. (PST).

TOM CARR, motion picture producer and director, signed by Gilford-Schlichter Productions, Hollywood as teleplay director of KECA-TV Hollywood's *The Marshal of Gunsight Pass.* Mr. Carr also will prepare film package series of the television show. **JANE ADRIAN** joins cast of *Marshal* program.

ERNIE KERNS, formerly with WAOV Vincennes, Ind., joins WCSI (FM) Columbus, Ind. He replaces **RONNIE MOORE** who will do television work in Cincinnati.

DICK JOY starts as announcer on NBC *Light Up Time* and KHJ Hollywood *Nancy Dixon* show.

DICK HAYMES and **JO STAFFORD** signed as permanent members of weekly CBS *Carnation Contented Hour* starting March 26. Mr. Haymes will act as m.c.; Miss Stafford as featured feminine singer. This marks first permanent replacement of program's featured singer, **Buddy Clark,** who died several months ago. Program since that time had featured different singers from week to week.

MARY MARLOW, formerly with Sammy Kaye's band, joins music staff of WOC Davenport, Iowa. She will appear on both radio and television.

NORMAN WHITE, production director, WJR Detroit, named general chairman of Detroit Goodfellow football championship game. Game is a fund raiser for needy children every Christmas.

LEE MORRIS, announcer at WSB Atlanta, Ga., is the father of a boy, John Lee.

PATRICK MICHAEL CUNNING and **MARCIA DRAKE CUNNING,** Hollywood and San Francisco TV actors-producers-directors, are the parents of a boy, Christopher. The Cunnings originated and operated Studio A, independent TV production studio in Hollywood, before moving to San Francisco.

BILL OSTBERG, announcer at WTAG AM-FM Worcester, Mass., is the father of a girl, Barbara Louise.

DON QUINN, writer of NBC *Fibber McGee & Molly* and *Halls of Ivy* shows, will receive Joe Miller award as "top gagwriter in the country" from Gagwriters' Institute. Award will be given during observance of Institute's National Laugh Week, April 1-8.

JACK GARDNER, chief announcer, KLAC Hollywood, is the father of a girl, Valerie, born March 9.

ED EVANS, film program director of WPIX (TV) New York, is the father of a boy, born March 4.

WKRC CAMPAIGN
Daytime Listening Stressed

In an attempt to capture the overall audience lead in Cincinnati, CBS outlet WKRC has announced launching of a programming drive with emphasis on daytime listening.

Claiming top Cincinnati Hooper for evening listening, WKRC has scheduled six local shows additionally on its daytime schedule. Of these, four are sponsored. Neighborhood Grocery Stores and Salad Time vegetables, respectively, sponsor a housewives interview and a song and chatter show, both by Dave Upson. Ed Libby's platter giveaway is sponsored by the *Cincinnati Times-Star* and two early morning news shows are backed by Feenamint.

In addition, WKRC announced acquisition of Procter & Gamble's daily serials, *Guiding Light* and *Big Sister*, contracts for 15-minute weekly shows for Patricia Stevens Modeling School and Nash, and announcements for General Mills, "Skating Vanities," Garrett wines, Inhiston and *Ladies Home Journal*. The campaign is in charge of General Manager Herman Fast and Paul Shumate, program director.

WITH plenty to pick from, Jack Baker, disc jockey at KTOK Oklahoma City, and his secretary Delores Jones, look over one of the 4,000 letters and postal cards received from his listeners during a 90 day period—and all produced without the benefit of giveaways, the station says. Formerly featured for about eight years on the Don McNeil *Breakfast Club*, Mr. Baker now looks after KTOK's program department.

CONSOLIDATED net profit after taxes of $1,225,912 reported by Emerson Radio & Phonograph Corp. for 13-week period ended Feb. 4, 1950. Figure is equal to $1.39 per share on 879,805 shares outstanding.

WLS "School Time" Helps "Build Better Citizens"
(See Front Cover)
WLS CHICAGO 7
Clear Channel Home of the National Barn Dance

The QUA in WQUA means QUAlity Service and QUAntity Audience among the 225,000 People in the QUAd Cities
DAVENPORT • ROCK ISLAND
MOLINE • EAST MOLINE
WQUA FULL-TIME MUTUAL
RADIO CENTER MOLINE ILL.

BROCK CANDY SHOW
CBS Debut Set for April 1

HILLBILLY show, the *Brock Bar Ranch*, will make its debut April 1 on CBS under sponsorship of the Brock Candy Co., Chattanooga, Tenn. Originating in Richmond, Va., the show will be beamed initially on some 40 stations in 13 Southern states and will be heard Saturday, 7-7:30 p.m.

Preview of the program was presented last Saturday (March 18) on WDOD Chattanooga, CBS outlet, with W. E. Brock Jr., president of the sponsoring firm, as m. c. Others present included Sen. W. E. Brock, company founder, and other members of the Brock family. According to the sponsor, it is believed to be the first time a Chattanooga manufacturing plant or commercial enterprise of any type has contracted for a continuous radio advertising program on a national hookup.

DISCUSSING the April 1 CBS debut of the *Brock Bar Ranch*, and the product, are (l to r): William W. Neal, partner in Liller, Neal & Battle, Atlanta advertising agency which has handled the account since its inception; W. E. Brock Jr., president, Brock Candy Co.; Sunshine Sue (Mrs. John Workman), star of the show, and Tom Connolly, manager of program sales, CBS.

1950 'YEAR BOOK' ADDENDA

CHANGES and additions received after the 1950 YEARBOOK went to press are included in the following list which will also serve to correct some errors made in compiling the vast volume. For convenience, the information is arranged numerically by YEARBOOK page number.

Page 23—RCA Executive Personnel add: Frederic P. Guthrie, assistant vice president in charge of Washington District; Charles Sandbach, assistant vice president.

Page 55—Consulting Engineers add: L. J. N. du Treil & Assoc. 204 Homedale Ave., New Orleans. Tel.: Audubon 0917.

Page 94—KSBW Salinas, Calif., Dr. Harry Morgan is chief owner; Ken Randolph, general manager; Robert Knight Cobb, chief engineer. National rep.: Western Radio.

Page 99—KSPA Santa Paula, Calif., C. S. Martin is commercial manager; Hubert Hernandez, promotion manager; Roy Sadlier, chief engineer.

Page 100—KHUB Watsonville, Calif., Sen. Luther E. Gibson is owner; George W. Grayson, general manager and program director; Richard Schmale, chief engineer. KVOR Colorado Springs, Col., Morrision Parker is program director. News services are AP and UP.

Page 102—KPHC Walsenburg, Col., Tom G. Banks Jr. is owner and general manager; Clem Morgan, commercial manager. Delete Betty Lessar, program director, and Harold Reed, general and commercial manager.

Page 108—WTOP Washington, D. C., established in 1926.

Page 112—WLAK Lakeland, Fla., established in 1936.

Page 116—WALB Albany, Ga., under network delete MBS and add ABC.
WIRK West Palm Beach, Fla. news service should be AP instead of UP.

Page 122—WGBA Columbus, Ga., A. H. Chapman is president; Ed J. Hennessy, commercial manager; Ridley Bell, program director; William R. Atkinson, chief engineer.

Page-126—WVOP Vidalia, Ga., Loren Dorrough is chief engineer.

Page 148—WHO Des Moines, add Ralph Evans, executive vice president; D. D. Palmer, vice president and treasurer, and William D. Wagner, secretary of WHO and WOC.

Page 169—WFGM Fitchburg, Mass., Ansel E. Gridley is general manager; Donald L. Coleman Jr., chief engineer. Address: 455 Main St. Tel.: 6377.
WLAW Lawrence, Mass., Albert E. Foster is station manager.
WNBH New Bedford, Mass., David J. Shurtleff is sales and promotion director. Delete: Theo M. Healy, commercial manager.

Page 170—WOCB West Yarmouth, Mass., Gerald L. Staten is general, commercial and promotion manager. Delete: David J. Shurtleff.

Page 179—WKNK Muskegon, Mich., Licensee: N & K Bcstg. Co. on 1600 kc with 1 kw. Nick Kuris, owner; Don Mann is general manager. MBS affiliation and use Associated, Lang-Worth and UP.

Page 194—KSTL St. Louis, William E. Ware is president and general manager; R. L. Stufflebam, assistant general and commercial manager.

Page 202—WOTW Nashua, N. H., Angeline Kopka is assistant general manager; Paul Keefe, program director.

Page 214—WMCA-FM New York, delete from listing.

Page 220—WIBX Utica, Ra-Tel is rep in Chicago, Dallas, Atlanta and Oklahoma City.

Page 235—WAND Canton, Ohio, Wylie Lazear is commercial manager.

Page 240—New CP: St. Marys, Pa., Licensee: The Elk County Bcstg. Co. on 1400 kc and with 250 w. Carl H. Simpson, general manager.

Page 246—KSMI Seminole, Okla., Li-KSMI: Bill Hoover, general manager; V. Pat Murphy, station manager.

Page 275—WJZM Clarksville, Tenn., Joseph R. Fife is commercial and sales promotion manager.

Page 290—KELT Electra, Tex., Bill F. Lindsay is general manager; Jack Edwards, program director; Sydney R. Sanders, chief engineer.

Page 294—KXYZ Houston, Tex., delete Reese Reinecker as vice president and general manager and substitute Fred Nahas.

Page 308—WCVA Norfolk, Va., William Manrov is chief engineer. Delete Frank Facenda and Stanley Strickland.

Page 319—WMON Montgomery, W. Va., Sy Merns is program director replacing James Holmes.

Page 320—WRFW Eau Claire, Wis., Robert Froemming is program manager; Oscar Sielaff, chief engineer.

Page 322—WKTY La Crosse, Wis., now an ABC affiliate.

Page 324—WTMJ Milwaukee, Wis., R. G. Winnie is station and commercial manager of WTMJ-AM-FM-TV.

Page 346—Add William Esty Co. Inc., 100 E. 42nd St., New York. Tel.: Murray Hill 5-1900. T. D. Luckenbill, vice president in charge radio; Kendall Foster, vice president in charge TV; Richard Grahl, timebuyer.
Radio Accounts: Colgate-Palmolive-Peet; R. J. Reynolds; Piel's Beer. TV Accounts: R. J. Reynolds; National Carbon Co.; Piel's Beer; Colgate - Palmolive - Peet; M & M Candy.

Page 348—Gardner Adv. Agency, Radio Dept. should read: E. A. W. Schulenburg, vice president in charge of media and research; Champ Humphrey, media director; John C. Naylor, John Hetherington, Grace McMullan, timebuyers.

Page 351—Add Hetzler Adv. Agency Inc., Third Natl. Bldg., Dayton, Ohio. Tel.: Fulton 4803. Kenneth T. Hurst, radio and television director.

Page 353—Kudner Adv. Agency, Radio Dept. should read: Myron P. Kirk, executive head of radio and television; A. W. Reibling, business manager; William Templeton, production manager; Carlos Franco, timebuyer; Edmund Cashman, radio director.

Page 355—McCann-Erickson Adv. Agency, telephone number of Chicago Office should be 9-3701.

Page 388—MBS Counsel under Kirkland, Fleming add: Percy H. Russell Jr.
MBS Central Division, Carroll H. Marts is sales manager of Central Division.

Page 515—Under Communications Carriers list: Press Wireless Inc. 1475 Broadway, New York 18. Tel. Bryant 9-5030. William J. McCambridge, president.

Page 528—Department of Agriculture, correct spelling of Mrs. Elizabeth S. Pitt.

Page 542—Under Frequency Measuring Services add: L. J. N. du Treil & Assoc., 204 Homedale Ave., New Orleans. Tel.: Audubon 0917.

NBC signs with Washington Park and Arlington race tracks, both Chicago, for exclusive broadcast rights to eight top races starting in June and continuing through September.

WHY TAKE SECONDARY COVERAGE of Virginia's FIRST Market?

Regardless of claims, if you're trying to cover Greater Norfolk from the outside, nature's terrain made it impossible.

Only Greater Norfolk stations can cover it. And only WSAP can cover it at lowest cost.

Availabilities and costs from Ra-Tel will prove it.

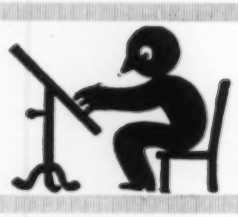
WSAP . . . "solving advertising problems" in Virginia's FIRST market.

WSAP
MUTUAL NETWORK AFFILIATES
SERVING
PORTSMOUTH NORFOLK NEWPORT NEWS
1490 KILOCYCLES
WSAP-FM
CHANNEL 259

B. Walter Huffington, General Manager Ask Ra-Tel!

Acme
in Sound
Reproduction
The NEW
LANG-WORTH
Transcription
LANG-WORTH
FEATURE PROGRAMS, Inc.
113 W. 57th STREET
NEW YORK 19, N. Y.
Network Calibre Programs at Local Station Cost

Promotion



WOSC Fulton, N. Y., reports it is conducting unique experiment in sponsor education Wednesday, March 22. In conjunction with Chamber of Commerce station will hold dinner at which sponsors and prospective sponsors will meet station's staff members. They will be told how radio advertising can benefit them and how to use radio more effectively in order to obtain larger sales response than is possible in other media. Those present also will receive advance information on WOSC's future program plans and hear advance broadcasts of future programming highlights.

Bag Promotion

TO produce series of one-minute interviews now being broadcast 24 times weekly over WLAW Lawrence, Mass., Chief Announcer Richard Hickox traveled 1,000 miles by automobile. Sponsored by Megowan Educator Food Co. of Lowell and Chicago, series is being presented to listeners to stimulate consumer interest in new Educator Saltine container called "Inner Crisp" bag. Grocers in WLAW listening area were interviewed regarding their opinions on value of container. As additional promotion, participating grocers were provided with supply of post cards by Megowan Co. to mail to customers and friends to notify them of times they would be heard over station.

Square Dance Promotion

KWG Stockton, Calif., McClatchy Broadcasting Co. outlet, and sponsor report all-out promotion of recent broadcasts of *The Saturday Night Square Dance*. Station sent letters to leaders of all dance groups in listening area informing them of broadcasts and carried spot announcements and newspaper advertising on show. In turn, Dunlap's Dry Goods Co., sponsor, had store personnel dress in square dance costumes and featured square dance fashions. Square dance music also was played over store's public address system all day long.

'Name the Stars'

OFFERING $3,500 in prizes for the winning answers, WEAU-AM-FM Eau Claire, Wis., has been conducting its "Name the Stars" contest in which persons are asked to identify 44 radio stars whose pictures are run in newspapers, along with 50 words or less on "My favorite WEAU star is. . . ." Station reports that "Name the Stars" offers tremendous "tune-in" hypo to listeners. Car offered as first prize is displayed daily in surrounding towns and second prize, spinet organ, is played on air each evening.

Breweries for Lombardo

BREWERIES, among purchasers of *The Guy Lombardo Show*, produced and transcribed by Frederic W. Ziv Co., are being sent promotion pieces by Ziv Co. Prepared by W. B. Philley, sales promotion manager, mail piece is sent to president of every brewery in country—with carbon copy of letter going to ad agency of each brewery. Letter points out show's consistent top ratings in key markets. As "read on" inducement, name and address of recipient are typed in red ink.

Limerick Contest

BOY or girl sending in best concluding line for any one of three limericks, is being awarded new, completely equipped bicycle by WXKW Albany, N. Y.'s Sherb Herrick on his *850 Club*, heard weekdays. Contest, closing March 31, is in conjunction with World Music Inc.'s publishing of "Bicycle Song."

Turner's Pull

MORE THAN 1,400 requests for handicraft tool sales catalog were received by Ulmer Turner after one-time offer during debut of his new WBKB (TV) Chicago show, *Hobbies for Profit*, station reports. Show is sponsored by Warner Electric Co. Mr. Turner, who demonstrates home handicraft that can be converted into profit items, is news editor of station. He is sponsored for 52 weeks through Paul Grant Agency, Chicago.

Favors From KCBS

PARTY favors carrying promotional material plugging *Party at the Palace*, new Mon.-Fri. audience participation show, sent to trade by KCBS San Francisco. Material contained brief profile on M.C. Bill Weaver, Vocalist Ellen Connor and Ray Hackett and his orchestra, stars of program. Walter Conway, KCBS promotional manager, originated promotion stunt.

Hotel Tie-in

KENYON & ECKHARDT, New York, distributed 2,500 cards to hotel patrons visiting city, as promotional tie-up with *The Ford Theatre* production of "Room Service" on WCAU-TV Philadelphia. Cards calling attention to Ford drama and hotel's room service were placed on tables in hotel rooms. Twelve hundred cards were distributed to conventioneers of Hotel Greeter's Assn. meeting at Benjamin Franklin Hotel. In addition red and white cards with attached lapel pins in shape of keys were sent to radio and TV editors throughout country. Cards read: "Recipient will please use this key as a reminder to enjoy 'Room Service'."

'Daytime Drama' Parade

FASHION line, featuring McKetrick-Williams Co. designs named after 10 best known Procter & Gamble daytime serials, has been announced. Called "Daytime Drama" dresses, each product reflects P&G shows. Among them are "Peggy Young" (*Pepper Young's Family*-NBC) and "Anne Malone" (*Young Dr. Malone*-CBS). Kick-off of promotion will be first of nationwide series of fashion shows at Stork Club luncheon in New York. Projects to be bolstered by program commercials and other forms of advertising.

'Sell With Del'

"YOU Sell With Del" is bold-face legend on new direct mail promotion piece sent to trade by KPIX (TV) San Francisco. Copy tells of proven sales effectiveness of KPIX afternoon disc jockey show featuring former band leader Del Courtney. "When you buy participations on the Del Courtney show," copy advises, "you take your place on the show with the outstanding personalities who regularly visit the Del Courtney Show—Rudy Vallee, Peggy Lee. . . ."

Cue From Tailor

CUE from tailor is taken by Mutual in its promotion of "Mister Plus." Mailing piece is headed "Mister Plus" presents the fit that suits" and displays pair of shears. Inside of folder advises advertisers "how to custom-tailor the airwaves" by "tailoring their coverage to match their marketing patterns as snugly as they can." Reason why "this network radio fabric is the most serviceable ever made," folder reads, is because of Mutual's "flexibility."

Multi-color Pencils

PENCIL that writes in multi-colors (user can write in four colors in a single stroke) is being distributed by Rex Dale, m. c. of WCKY Cincinnati's *Makebelieve Ballroom* for service charge of 10¢. In conjunction with pencil distribution, Mr. Dale holds weekly "doodling" contest with the winner sending in the best four-colored "doodle" receiving a $10 prize.

WDSU-TV Sets Pace

TWENTY-PAGE Sunday supplement of the New Orleans *Times Picayune* on March 5 was devoted exclusively to television. WDSU-TV, as only TV station operating in the area, highlighted section both in news stories and in advertisements. According to Robert D. Swezey, station's general manager, paper's circulation of 320,000 readers "cannot help but stimulate television interest." Mr. Swezey predicts number of TV sets in the New Orleans area number about 20,000.

KCOL Rifle Trophy

MARKSMANSHIP award—KCOL Rifle Trophy—was presented to Lafayette, Col., rifle team early this month by Herb Hollister, KCOL Fort Collins, Col., owner. Team was winner of the northern division championships of Colorado Rifle Assn., broadcast over KCOL by Sports Director Jack Hitchcock. Follow-up promotion is display of trophy in all member clubs' towns.

WDTV (TV) Camera Miniature

MINIATURE TV camera—4½ inch ceramic—distributed at first anniversary dinner of WDTV (TV), DuMont TV Network owned and operated outlet in Pittsburgh, is responsible for flood of complimentary letters from the 200 guests at Jan. 24 affair, according to station. Miniature was designed by Harry Munson, WDTV film director.

Personnel

ANDY MURPHY, former publicity writer at ABC and NBC Chicago, joins press staff of WBBM-CBS Chicago.

FRANCIS X. ZUZULO, MBS' assistant director of press, named to board of directors of U. of Missouri Alumni Assn.

MARTHA CURRY, formerly of NBC Hollywood press staff, and Dennis Buckley have announced their marriage.

In town and country
CBS
. . . radio listeners eagerly await such programs as Jack Benny - Lux Theater - Arthur Godfrey - Edgar Bergen - Amos & Andy - Bing Crosby and scores of other big-name CBS Productions . . . This is a potent reason why KROD is your best radio buy in the El Paso Southwest.
KROD EL PASO
MORE DIALERS PER DOLLAR
CBS Affiliate
600 on Your Dial
5000 WATTS
Southwest Network
Roderick Broadcasting Corp.
Dorrance D. Roderick
President
Val Lawrence
Vice President & Gen. Mgr.
Represented Nationally by
TAYLOR-BORROFF & CO., INC.
Reach This Rich Market
Through Your Southwestern Salesman

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 24 years. And it's why they buy WIBW-advertised goods.
WIBW The Voice of Kansas in TOPEKA

FOR INCREASED SPOT BILLINGS
contact
JOSEPH HERSHEY McGILLVRA INC.
366 Madison Avenue, New York
MUrray Hill 2-8755

THIS trio chatting at cocktail party during the IRE convention and show in New York March 6-9 includes (l to r): Haraden Pratt, chief engineer, Mackay Radio and former president of IRE; FCC Comr. Frieda Hennock, and Raymond Guy, manager, NBC radio and allocations engineering.

Agencies

(Continued from page 10)

offices in Beverly Hills, New York and San Francisco. Prior to joining Associated, Mr. Welborn for four years had his own Los Angeles agency, Marion E. Welborn & Assoc.

TED WHITE, manager of Beaumont & Homan, Seattle, appointed public information chairman for Seattle-King County Chapter of American Red Cross campaign.

S. S. (Bud) SPENCER, West Coast radio and television director of Foote, Cone & Belding, is the father of a boy, William Jeffrey, born March 11.

KENNETH W. AKERS, president of Griswold-Eshleman Co., Cleveland, appointed to managing committee of Advertising Hall of Fame. Committee named annually to supervise operation of Advertising Hall of Fame.

ROBERT JOHNSON, formerly with Ross Roy Inc. of Hollywood, Calif., and previously with Detroit office of agency, joins Kenyon & Eckhardt Inc., Hollywood, as publicity contact on Lincoln-Mercury Dealers Assn. account.

FEDERAL Adv. Inc., New York, acquires entire floor of 383 Madison Ave. directly opposite its present quarters. On April 1 agency will move and consolidate its entire staff in that space. For past two years accounting and research departments have been located at 1 Park Ave.

KATZ Adv., San Francisco, moves to new quarters in Russ Bldg.

EDWARD S. KELLOGG Co., Los Angeles, opens Portland, Ore., offices in Panama Bldg. at 534 S.W. Third Ave. Phone is Broadway 0710.

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of
LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

New Business

(Continued from page 12)

finals, and annual East-West all-star game. Agency: Maxon Inc., New York.

BLATZ BREWING Co., Milwaukee, March 30, renews sponsorship of Roller Derby, ABC-TV, Thurs., 10:30 p.m. to conclusion, for additional 26 week period. Program will be carried by 13 ABC-TV stations.

AMERICAN OIL Co., Baltimore, renews *Carnegie Hall* on ABC, Tues., 8-8:30 p.m., for 13 weeks effective March 28. Company has sponsored show three years. Agency: Joseph Katz Co., Baltimore.

JULES MONTENIER Inc., Chicago (Stopette deodorant), will begin sponsorship on April 12 of *What's My Line,* CBS-TV quiz program now heard on Thursday evening, but changing to alternate Wednesdays in 9-9:30 p.m. time-slot. Agency: Earle Ludgin, Chicago.

WANDER Co., Chicago (Ovaltine), renews effective April 27 *Howdy Doody* on NBC-TV, Mon.-Fri., 4:45-5 p.m. segment. Agency: Grant Adv., Chicago.

LIBBY, McNEILL & LIBBY, Chicago (food), April 7 cancels *My True Story* on ABC, Mon.-Fri., 9-9:25 a.m. (CST). Agency: J. Walter Thompson Co., Chicago.

Adpeople • • •

R. C. PECK, who has been with Cities Service Oil Co., New York, since 1946, appointed advertising and promotion manager, succeeding **ROBERT S. BLOUNT,** recently named sales manager of Boston Division of Cities Service.

ARCHIBALD R. GRAUSTEIN Jr., director of market research for Thomas J. Lipton Inc., New York, resigns to rejoin Lever Bros. Co., as director of market research. He originally joined market research department of Lever shortly after graduation from Massachusetts Institute of Technology in 1937.

JACK C. GRIFFIN, account executive with Sherman & Marquette Agency, Chicago, appointed advertising and sales promotion coordinator of Consolidated Grocers Corp.

FLIGHT TO CUBA

KGW Newsmen Cover Trip

MASS flight of private planes to Havana, Cuba, which left Portland, Ore., Feb. 25 under sponsorship of the Portland Chamber of Commerce, is being accompanied by two representatives of KGW, Portland's NBC affiliate. The pair are Bob Thomlinson, director of special events and chief announcer, and Earl E. Peterson, technical supervisor. They are handling, respectively, a tape-recorded commentary on the proceedings and supervision of all radio equipment.

The flight, second such sponsored by the Portland Chamber and covered by KGW, numbers 86 light planes, 244 pilots and passengers, and is accompanied by a USAF C-46 "Commando" from the 403rd Troop Carrier Wing. The big ship will act as tour press and headquarters ship. Mr. Thomlinson and Mr. Peterson served in similar capacities on last year's flight to Portland, Me.

The tour is composed of businessmen, farmers, civic and commercial leaders from the Northwest. Dual purpose is to take a vacation and promote the Portland Rose Festival, Pendleton Roundup, Oregon itself and the Pacific Northwest. The tour has contacted 44 stations, including five in Havana, as well as all networks and their newsmen and the various chambers of commerce along the route.

Meet
Mr. **WILS . . .**

The Only
SALESMAN
in
LANSING, MICH.
who covers the
ENTIRE AREA
Ask Your
RAMBEAU *Man about the New*
WILS
Lansing's Most Powerful Station
1320 kc.—1000 Watts
DAY & NIGHT

WESTERN RADIO-TV MEET

Hints for Effective Educational Programs

"ANY RADIO program that's good enough for children will have interest for adults," Gloria Chandler, of Gloria Chandler Productions, New York, declared at the March 4 afternoon general session of the Third Annual Western Radio-Television Conference, meeting in Seattle.

Miss Chandler offered a series of recommendations for effective children's programming to the 85 assembled educators and public service radio specialists:

1. Start with a good story, one that builds in interest and dramatic intensity as it goes along.
2. Push a button in the child's imagination, capitalizing on his actual experience.
3. Give the young listener a chance to participate—for example, by singing along with the program.
4. Don't be afraid to try new forms, new technique approaches, which should be adapted to the material being used.

Miss Chandler's observations came in the conference's closing panel on "What Gives a Program Interest," fourth of a two-day series of general sessions.

Jennings Speaks

Speaking at the March 3 session, George Jennings, director of the Chicago Radio Council and president of the National Assn. for Education by Radio, told the gathering: "If you can get one teacher in a school building interested in radio as a teaching tool, it won't be long before that interest spreads throughout the building. And it then very soon extends beyond the building—to the parents."

He cautioned, however, that radio programming for in-school listening must be built in close cooperation with teachers and curriculum people, in order to supplement most effectively the regular classroom teaching program.

On television's usefulness in public service programming, Lee Schulman, program director of KING-TV Seattle, noted that the high expense of video operations usually requires that public service ventures be combined with commercial possibilities.

At an earlier session, Don S. Somerville, school specialist in radio at Oregon State College, predicted that in-school use of television would develop five times as rapidly as had radio in schools. He recommended that stations and networks let the teachers know what is available in suitable programs for students.

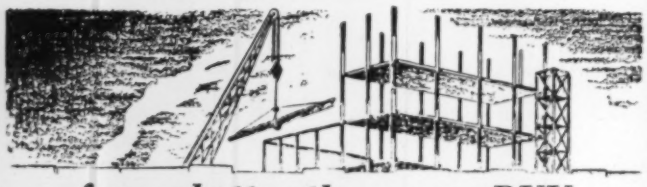
Speaking on "Letting the Public Know About Programs," Milo Ryan, associate professor of journalism at the U. of Washington and former promotion director of KIRO Seattle, urged the educators and others interested in public service programming to cooperate fully with commercial stations to build audiences, particularly for one-shot shows. Responsibility rests with the person requesting the show to help provide the audience, he asserted.

Tom Herbert, public relations manager of the Seattle Chamber of Commerce, emphasized that those concerned with educational and social agency efforts must cure themselves of the idea that commercial stations are required to put on such programs.

John C. Crabbe, radio director of the College of the Pacific, Stockton, California, was re-elected chairman of the Western Radio-Television Conference, and Mrs. Inez Richardson of Stanford U., Palo Alto, was re-elected treasurer. Elected to the new post of public relations coordinator was James M. Morris, program manager of KOAC Corvallis, Ore. Los Angeles was selected as the site of the fourth annual conference, to be held in 1951. William Sener, director of the radio department at the U. of Southern California and manager of KUSC Los Angeles, was named 1951 Conference chairman.

Harold E. Maples

HAROLD EDMUND MAPLES, 59, general manager and vice chairman of the board of Albert Frank-Guenther Law, New York advertising agency, died March 5 in St. Petersburg, Fla. Mr. Maples had been with the agency since 1928.



for a better-than-ever BUY
IN OHIO'S THIRD MARKET
5,000 w AM 50,000 w FM
1390 KC 105.1 MC
WFMJ
BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Chatting between sessions of the Western Radio-Television Conference are (l to r): Allen Miller, manager, KWSC Pullman, U. of Washington; John C. Crabbe, KCVN Stockton, Calif., College of the Pacific, conference chairman, and Luke Roberts, director of education, KOIN Portland, Ore.

SUPPORTS FCC

Craney Hits Trafficking

NORTHWEST broadcaster E. B. Craney has told FCC "the extent to which trafficking in authorizations granted by the Commission has been permitted or attempted has been a genuine menace to the radio industry in recent years." He supported FCC's proposal to automatically forfeit the construction permit for any station which is sold before program tests commence [BROADCASTING, Jan. 16].

FCC's proposed rules "would halt an important aspect of this trafficking," Mr. Craney asserted. He added, "I have personal knowledge of several recent instances in which the holders of construction permits granted by the Commission have made no serious efforts to construct a station, but very strenuous efforts to sell the permits." Mr. Craney indicated the salability of CPs "can even be used as a club over existing broadcasters" with the latter being forced to "buy off potential competition."

Mr. Craney stated he believed that so-called hardship cases would be very infrequent and noted that "the possibility of hardships . . . would be a fair risk for the Commission to impose on every applicant." Mr. Craney's station interests include KXL Portland, Ore.; KXLF Butte, KXLJ Helena, KXLL Missoula and KXLQ Bozeman, Mont., and KXLY Spokane, Wash.

BMI Honored

TRIBUTE to service of Broadcast Music Inc. was paid by the Alabama Broadcasters Assn. at its March 10-11 meeting, held at Huntsville. The association noted that BMI is celebrating its 10th anniversary as an industry source of music. President Carl Haverlin and the staff were commended along with board members for their service and their encouragement of fresh material and new talent.

TRAFFICKING?

Ironton 'CP' Is Offered

A QUESTION of potential trafficking in frequencies was raised as printed penny postcards were circulated fortnight ago offering a station for sale as soon as the construction permit is issued by FCC.

The cards carried the name of James Coston, 748 Nellie Ave., Florence, Ala., and said his Washington attorney "advises that my application for CP for Ironton [Ohio] has been processed to point where a CP will be issued when site selected.

"The price is $1,750. First come, first served."

FCC authorities said their records show an Ironton application for 1230 kc with 100 w filed by Coston-Tompkins Broadcasting Co., a partnership of James Goodrich Coston and Julian Lanier Tompkins.

The application has been set for hearing March 29 with a competing application of David W. Jefferies for the same facilities at Ironton. Mr. Jefferies, however, has petitioned for dismissal of his application.

Cancelling Proposal

The Commission, in a move against trafficking in frequencies, has pending a proposal to cancel (with certain limited exceptions) any CP which is transferred—or the transfer of which is sought in an application filed with FCC—before the station begins program tests [BROADCASTING, Jan. 16].

The Coston card carries this query: "WANT TO OWN A RADIO STATION IN A CITY OF 19,500 WITH NO RADIO STATION NOW?"

It continues:

Ironton, Ohio, 1940 U. S. census had population of 15,851 (estimated now at 19,500), 94% native born white. 6,800 telephones . . . 26 manufacturing plants . . . payroll over $10,250,000 . . . 6 building and loan companies . . . 2 banks . . . 3 hotels . . . 3 hospitals . . . school covered stadium seating 3,600 . . . 5 picture shows . . . 31 churches. All automobiles have agencies there. Big business district. Marting Hotel would like to have station in their building. Citizens want a station. Ashland, Ky., 8 miles away, has 1 station and population of 35,000 and Russell, Ky., 3 miles away with 3,000 population has no station. Several small towns close by in trade area. GO AND SEE IRONTON FOR YOURSELF. . . .

1950 **March 20** 1950

Call Frazier & Peter re: Financing Our Business

Television & Radio Management Consultants
Bond Bldg., Wash. 5 National 2173

NOVIK ANSWERS

FCC Query on Series

S. NOVIK, president of WLIB ew York, has asserted in a tter to the FCC that the station d not invited opponents of a Fair mployment Practices Commission air their views after the station roadcast a series of editorials upporting FEPC, because to do so ould have been to cause "contro- ersy where no controversy, in fact, xists."

Mr. Novik stated his position in reply to an FCC inquiry as to hat affirmative action the station ook to seek out views differing rom those presented in its three- ay editorial series on FEPC Jan. 5-17.

"The question of whether the obli- ation of the licensee is satisfied if e merely makes the time available, if equested, or whether he must affirma- ively seek out and present a differing oint of view, depends basically upon e 'controversial issues' involved," r. Novik wrote. "There are situa- ons where WLIB might editorialize nd not permit an opposing point of iew to be presented even though the pposer could claim that the issue is ontroversial; *a fortiori*, in a case such s that, WLIB would not affirmatively eek out opposers and present their oints of view."

The issues of religious and racial olerance, said Mr. Novik, may be op- osed by an "isolated few," but WLIB eels that neither issue is controversial.

"A disservice if not actual danger ould result if we even permitted a ifferent point of view to be ex- ressed," he said.

Mr. Novik said that if the station ditorialized on "such highly con- roversial issues as government pending, U. S. vs. U. S. S. R. rela- ions, present legislation affecting . P.'s or birth control, WLIB ould not only 'afford oppor- unity' to those who opposed our oint of view but would affirma- ively seek out and present a dif- erent point of view either as a pecial broadcast, or in the form f a debate or round table discus- ion."

H-R EXPANDS

Adds San Francisco Office

H-R REPRESENTATIVES Inc., ewly organized station repre- entative firm, has opened a San rancisco office, Frank M. Headley, resident, announced last week.

James M. Alspaugh, former ac- ount executive of John Blair & o., and before that an account ex- cutive of KJBS San Francisco, as been named manager of the H-R San Francisco office, which is ocated at 814 California St. Tele- hone is Exbrook 2-3407.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE"

Contact EDWARD PETRY CO

WBAL

Membership Certificate

NATIONAL ASSOCIATION OF RADIO NEWS DIRECTORS

Jack Shelley, WHO, Des Moines, Iowa

having qualified for membership in accordance with the Constitution and By-Laws, is enrolled as an

ACTIVE MEMBER

of the National Association of Radio News Directors, U. S. A.

In testimony whereof, the President and Executive Secretary have affixed their signatures and the Association seal hereto on the date next written below.

January 1, 1950

Soren H. Munkhof, Executive Secretary — Jack Shelley, President

Reproduction of the new NARND membership certificate.

SHELBY CASE

FCC Examiner Revises Ruling

REVISED initial decision was issued by FCC Hearing Examiner J. D. Bond last week to deny application of Shelby Broadcasting Co. for a new AM station at Center, Tex., on 1490 kc with 250 w fulltime.

Examiner Bond found that he was unable to determine the actual legal and ownership status of the applicant, a co-partnership of O. L. Parker and A. C. Childs of Center. The finding declared that on Jan. 9, 1949, certain partnership interests were sought to be transferred to outside parties and the ownership stiuation is now in dispute and confused. Examiner Bond further criticized the applicant for not informing FCC of changes as they occurred. Original initial decision of last September was set aside for further hearing in December.

The initial ruling concluded with the following remarks:

Even if we had before us a legally and financially qualified applicant we would be unwilling to grant the instant application. The necessity for complete candor, unquestioned honesty and unfailing dependability in the relationships of broadcast station licensees to this Commission demand that license applicants exhibit a higher degree of responsiveness and integrity than has been demonstrated by this partnership and its partners. They undertook to secure money from another station permittee in exchange for abandoning the application prior to the first hearing without disclosing that fact. They sought to conceal the individual and partnership interests from a potential creditor of one partner.

They failed to advise the Commission at the further hearing—or voluntarily to do so thereafter—of the intervening changes of control which they brought about. They conspired to cause undisclosed strangers to become secretly the real parties in interest in the application. They tried to transfer the rights to the construction permit presaged by the Initial Decision without advising the Commission.

And finally they entangled all of these transactions with secret conditions so confusing that the present ownership rights of and to the partnership are not discernible. The applicant and its partners have clearly shown such irresponsibility of conduct, attitude and comprehension as to merit no conclusion but that the applicant lacks the legal, financial and other qualifications which must inhere in a broadcast station licensee.

RADIO EDITORIALS

WHLI Cites Civic Influence

SUCCESSFUL and efficient use of radio editorials designed to marshal public opinion and spur action on the community level is claimed by WHLI Hempstead, L. I., following the recent railroad disaster at Rockville Centre, L. I.

WHLI sent its special events crew, together with News Director Jerry Carr and Public Affairs Director Arthur E. Paterson Jr. to the scene of the accident for interviews and other data. Then the station prepared an editorial calling for prompt installation of a safety device, and urging listeners to write to the Public Service Commission. A second editorial was aired 24 hours later asserting that human failure alone was not responsible for the accident, and that the PSC had been negligent.

After the second editorial was repeated, public opinion was "immediate and forceful," WHLI reports, with PSC ordering a hearing the next day and ordering installation of the safety device. In addition, the Nassau County grand jury decided to launch a sweeping probe. WHLI reports it was deluged with mail and telephone calls supporting its stand.

NARND SCROLLS

Certificates Being Mailed

NATIONAL Assn. of Radio News Directors is mailing to paid-up members permanent NARND membership certificates, according to Jack Shelley, of WHO Des Moines, NARND president.

The certificate was drawn up by John Bills of WQAM Miami, Fla., member of the board of directors and chairman of the group's continuing study committee of the wire services. Mr. Bills, who had the certificates engraved and printed, is shipping them out for signature by Mr. Shelley as president and Soren H. Munkhof, WOW-TV Omaha, Neb., as executive secretary.

"The idea of these certificates," Mr. Shelley said, "is to give NARND members something in the way of a permanent indication of their membership, suitable for framing and display on a newsroom wall. . . . We think it is another step toward solidifying the prestige with radio management and the general public which NARND has increasingly enjoyed."

PREMIUM MEET

Moran To Speak on Radio-TV

AMONG the top executives to speak before the National Premium Buyer's Exposition in Chicago to be held March 28-31, will be Joseph H. Moran, vice president of Young & Rubicam. Mr. Moran will discuss "Premium Promotion by Radio and Television."

Other speakers will be Carl W. Heilberg, president of Consumer Products Sales Inc., Chicago; James Harvey Jefferies of Brown & Williamson Tobacco Co., and Harold Bean, vice president of the Curtis Circulation Co., Philadelphia. E. C. Stevens Jr., vice president of International Silver Co. and vice president of Premium Advertising Assn. of America Inc., sponsor of the event, will preside.

Farr Joins NAB

SIDNEY FARR, Corpus Christi, Tex., attorney, has joined the NAB legal staff as an attorney and assistant to Don Petty, general counsel. He succeeds Richard Jencks, who resigned recently to accept a post on the CBS legal staff, and joins Vincent Wasilewski, as an NAB attorney.

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Established FM station with pending AM application for 250 watts fulltime located excellent market suburban to New York City desires experienced manager willing make normal investment and take full responsibility operation. Give details background first letter. Box 541E, BROADCASTING.

Highly attractive opening for manager of station in major Minnesota market whose inclinations and past record show topnotch sales ability. Guarantee plus commission plus override plus opportunity for part ownership. Write Box 557E, BROADCASTING.

Station KOEL, Oelwein, Iowa, 500 watts daytime on 950 kc has an immediate opening for a station manager. Also needs a chief engineer. Write full details to Harry Flower, Oelwein, Iowa.

Salesmen

1000 watt network station in Eastern Michigan; excellent market; 15% commission (which will not be cut) against drawing account. Box 437E, BROADCASTING.

Wanted—Salesman, salary fifty dollars week plus commission. Unless you are a hard worker and hustler do not apply. Box 439E, BROADCASTING.

Good opening for experienced salesman for money making 250 watt station and large affiliate weekly newspaper in wealthiest rural market in south. Good salary plus commission on combination deal. Car necessary. Box 493E, BROADCASTING.

Salesman for 5 kw network station in western Michigan city of 110,000. Real opportunity. Give full details and financial requirements. Box 508E, BROADCASTING.

Announcers

Hillbilly announcer and double in straight announcing, clean, sober, experienced. Midsouth. Box 387E, BROADCASTING.

Wanted—Experienced mailorder pitchman for 50 kw station inaugurating all night programming. Send disc, salary wanted and proof of your ability to pull mail, first reply. Only sober, conscientious men need apply. Box 394E, BROADCASTING.

Announcer with first class license. $60 per week for right man. Send full details, Box 438E, BROADCASTING.

Can place young man with first ticket, as announcer-engineer. Very little announcing. Progressive North Carolina independent. Will consider inexperienced man. Box 451E, BROADCASTING.

Announcer-newsman-writer wanted by network affiliate California station. Good voice, writing ability essential. Salary about $300 monthly. Send disc, picture, background to Box 476E, BROADCASTING.

Alabama ABC affiliate has immediate opening for capable announcer, strong on news and part time sports. Only sober, able, experienced need apply. Box 482E, BROADCASTING.

A real deal McNeil. If you're on the ball, Paul and can run a good morning show both hillbilly and pop don't wait, contact us at once. Send all details including picture, disc and salary. Box 514E, BROADCASTING.

Announcer, experienced, must have RCA board experience for network station in West Florida. Send full details Box 515E, BROADCASTING.

Baseball—Class A, national sponsor, good station, permanent staff job if satisfactory. Southern city, metropolitan area 200,000. Send letter, photo, recording (play-by-play if possible) and salary expected. Promptness imperative. Rush reply to Box 540E, BROADCASTING.

Sports director 5 kw midwest Mutual. Must be able to do play-by-play pro basketball, baseball, football. Send audition disc and full particulars. Box 552E, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Excellent opportunity for the right man. Station located in expanding market over 100,000 population. Studios air-conditioned. If interested, send audition platter, picture, references, and minimum starting salary expected. Box 551E, BROADCASTING.

Immediate opening in southern Minnesota station for sports and DJ announcer. Right man can earn extra money by selling. Submit audition disc and full details. Box 553E, BROADCASTING.

Combination man. Send disc, photo, background to WBSC, Bennettsville, S. C.

Announcers sales experience wanted in every radio station to sell and announce our new auction audience rating program. Keep your station's listening audience checked daily. Ten out of eleven accounts by telephone. Collect customer lists for big merchandise. Natural for both AM and TV. Apply by letter only to Lee Hollingsworth, WKBS, Oyster Bay, L. I., N. Y.

Technical

Chief engineer for 5 kw network station in western Michigan. Give full details and salary requirements. Box 507E, BROADCASTING.

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Ga.

Wanted immediately: Two combination engineer-announcers. Starting salary $60.00 week. Must have first phone license. Send audition disc and photograph to station WRJW, Picayune, Mississippi.

Production-Programming, others

Producer-teacher for university, young all types of shows, strong on drama and live music. Must have degree and both commercial and teaching experience. Send transcript, photo in first letter. Box 481E, BROADCASTING.

Situations Wanted

Managerial

Manager: Forget your management problems. Present manager of 5000 watt western station tired of cold weather and plans to locate in California. Twenty unusually successful years of management in both radio and newspaper. Best of qualifications in economical operation, sales, promotion, programming, plus an outstanding record in employee relations, public relations and a leader in civic affairs. My first concern is not size of station but rather location and community opportunities for myself and family. Available anytime plus immediate personal interview. Box 412E, BROADCASTING.

Topflight station manager considering change for good sound reasons. Currently managing a midwestern network station. Previously, a commercial manager. Experienced in all phases of operations. Prefer Gulf Coast area, will appreciate and consider all inquiries. Box 415E, BROADCASTING.

Successful manager desires change. Aggressive, experienced, civic-minded; 17 years in radio, past 10 as manager; completely competent in programming, promotion, especially sales. Interested in operating station only as a dominant substantial business, not as a sideline or hobby. Can increase prestige and profit; prefer midwest local or regional. Your chance to engage a hard working executive before the business honeymoon ends. Complete details on request. Write Box 430E, BROADCASTING.

Commercial manager, desirous of relocating. Will accept good sales offer. Family man. Sober, young, industrious. Makes sales and holds them. Three years commercial manager, ten years all phases. Contract. Box 496E, BROADCASTING.

Situations Wanted (Cont'd)

Salesmen

Executive type, dynamic, aggressive, successful, experienced, college, seeks sales opportunity. Box 479E, BROADCASTING.

Denver University radio-business graduate, fully experienced salesman. Announce, write, control operator. Married, hard worker, aggressive with excellent sales record and references. No high pressure methods, have car. Seeking advancement. Box 512E, BROADCASTING.

Versatile college grad with excellent voice and appearance desires sales or announcing opportunity. Radio experience. Prefer radio or TV sales. Single, sober. Box 517E, BROADCASTING.

I can sell, give me a try. Experience in acting, directing and writing. NBC training. Willing to travel. Box 529E, BROADCASTING.

Desire sales position. Proven results my best qualification. New England. Box 546E, BROADCASTING.

Announcers

Combination, announcer-board operator. Thoroughly trained all phases. Desires position small station to gain experience. Married, no children, 27. Sober, reliable and willing to work hard for reasonable salary. Go anywhere. Disc and photo. Box 68E, BROADCASTING.

Excellent sportscaster. Desires baseball 1950. Single or team. Present 50 kw staff and sports. College. Married. Box 324E, BROADCASTING.

Sports director. Play-by-play baseball, basketball, football, boxing. College graduate. Married. Top references. Presently employed, seek security with TV future. Box 340E, BROADCASTING.

Combination office man, announcer. Handle all work in both departments. Full experience. Sixty dollars. Virginia. Box 345E, BROADCASTING.

Announcer—Good staff man. Two years experience. College background, music major. Speech and dramatics at Columbia University. Presently employed metropolitan New York station which anticipates cutting staff. Excellent dj, authoritative news reporting, straight commercial announcing. Imagination, versatility; warm, sincere style. Best of references. Age 29, married, one child. Disc on request. Box 362E, BROADCASTING.

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Announcer with first phone. 3 years combination experience, but prefer programming and production to engineering. Know programming and can write live copy. Presently employed 250 w Mutual in combo capacity. Commercial announcing, news, DJ shows and some sports. Will travel. Box 402E, BROADCASTING.

Experienced announcer, 5 years all phases. Live shows and news man 25, single, excellent background. Prefer midwest but will consider any reasonable offer anywhere. Disc available. Box 403E, BROADCASTING.

Announcer, 3 years all phases. Also; news and edit. traffic, program and continuity. Present job good but seek better future. $75 minimum with higher potential. Anywhere. Box 417E, BROADCASTING.

Experienced sportscaster. Football, basketball, play - by - play. Special events, news, staff work. Desires chance at baseball play-by-play. Box 453E, BROADCASTING.

Ten years experience as announcer, newsman. Seek change to another northeast station. Will consider a P.D. job. Box 460E, BROADCASTING.

Hey! Good, straight staff announcer available immediately (experienced). Hear me. Box 467E, BROADCASTING.

Announcer, 23, single, veteran, college grad. Prefer some sports. Also write and operate board. Will travel anywhere. Some experience, want more. Disc, photo available immediately. Box 477E, BROADCASTING.

Sportscaster and commercial announcer, three years experience, all phases, age 25, married, college. Personal interview, will travel, consider all answers. Box 478E, BROADCASTING.

Situations Wanted (Cont'd)

Sportscaster experienced, play-by-play baseball, basketball, staff. Young, married. Box 480E, BROADCASTING.

Announcer with first class engineering license. Age 23. 20 months experience news, sports, disc jockey, straight announcing and special events. Box 486E, BROADCASTING.

Announcer experienced three years all phases. Prefer small midwest station with selling possibilities but will consider and answer all replies. Reply Box 488E, BROADCASTING.

Two years commercial experience. Fine voice, versatile. Ability to sell! Available. Single. Will travel. Box 498E, BROADCASTING.

Three-way combination. Announcer-engineer-copywriter offers eleven years broadcast experience. Educated, mature staff announcer. Nine years as chief engineer, including installations. Solid copy in quantity. Permanent location essential; adequate salary desirable. Box 494E, BROADCASTING.

Seven years experience 250-50 kw. Announcing, production, programming, some sales. Specialties ad-lib, mail-order. Available April 15th or before. Particularly interested Texas, but go anywhere. Good reason for leaving present position. Box 497E, BROADCASTING.

Play-by-play announcer, 5 years experience, baseball specialty. Available immediately. Box 499E, BROADCASTING.

Announcer-musician, all-round man. Married, music experience, twelve years. Travel, disc, photo. Box 501E, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 502E, BROADCASTING.

Announcer-copywriter, husband-wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 503E, BROADCASTING.

Experienced announcer-writer. Heavy on news, DJ, production. Operate console. Best references. Tape available. Box 505E, BROADCASTING.

Announcer, college degree. Graduate leading radio school Radio City. Excel in commercial copy, newscasting, DJ, sportscasting. Know operation of control board. Waiting for initial chance. Disc available upon request. Box 510E, BROADCASTING.

Engineer - announcer - writer. Experienced. Specialty: classical and folk music. Car. Box 519E, BROADCASTING.

Why waste words? Topnotch announcer, deejay. Experienced, single, sincere, references. All replies promptly answered. Box 520E, BROADCASTING.

Announcing, sports, play - by - play, writing. Good voice, excellent background, references. Year's experience. Box 521E, BROADCASTING.

I can't get a job without experience, and can't get experience without a job. What's a fellow who knows he has talent to do? Can announce, run control board and write commercials or continuity. Married, will travel. Box 523E, BROADCASTING.

Announcer—All phases radio, anything and everything required of staff man. News, commercials, DJ, console. 6 years experience. BS Degree. Box 530E, BROADCASTING.

Announcer, college graduate '50, seeks start. Salary, location secondary. Write news and continuity. Have ideas for cheap live shows. Box 531E, BROADCASTING.

Ambitious young man, adept in all phases of announcing and console operation. Good play-by-play. Repeat, am very ambitious. Box 532E, BROADCASTING.

Radio school graduate. Good voice. Wants a start. Married, age 27. Box 534E, BROADCASTING.

Combination man, available early April. Prefer 250 watt station in west or southwest, preferably Arizona. Box 538E, BROADCASTING.

Experienced sportscaster, play-by-play baseball, football, basketball, staff. Copyrighted 15 minute sports feature. Young, family man. Disc will tell all. Box 543E, BROADCASTING.

Announcer presently doing high rated network announcing, seeks all night disc show. Willing and able to sell own show. Box 544E, BROADCASTING.

Play-by-play sportscaster and commentator. Excellent knowledge of all sports. Four years experience. Desires permanent position. College degree. Married. Box 549E, BROADCASTING.

XUM

Situations Wanted (Cont'd)

Thoroughly experienced staff announcer with network experience; relocation, for sobriety and best references, seeks staff position. Box 545E, BROADCASTING.

Play-by-play sports man. 6 years experience in all phases of play-by-play, specializing in baseball. Last four years employed as sports director. Excellent references. Reply to Gene Frankel, Sports Director, WCFC, Beckley, W. Va., or 3550 Douglas Blvd, Chicago.

Wanted, combination or engineering job. Experienced. First phone, good voice. College graduate. Excellent references. Available immediately. Donald Hall, 207 First Avenue, Beckley, West Virgina.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio, 22-A Oak St., Kansas City, Mo. Harrison 0473.

Radio-telephone 1st class. Interested in announcing and maintenance. Willing to travel. Joseph A. Ristuccia, 226 Dean Street, Brooklyn, New York. Ulster 8-2685.

Combination announcer-engineer; baseball man. First phone. Immediacy paramount. Anywhere. CREI grad. Married, two children. No practical experience, willing to learn. AX 4925, B. N. Wallace, 2110 38th St., S. E., Washington 20, D. C.

Announcer-writer, thoroughly seasoned with 8 radio years, 6½ years with same top city eastern station. Successful scripter for radio and TV; good voice, good background, high all-round ability, 26, single, will consider all fair bids. Write, wire Phil Welsh, 15 Old Morton St., Boston, Mass. Phone BL 8-4396.

Technical

Engineer, 3½ years AM-FM, experienced on remotes, transmitter and console operation. No announcing. Single, have car. NY, New England, Pa. preferred. Box 366E. BROADCASTING.

Engineer, licensed, 2 years Georgia Tech, 2 years CREI, experienced in transmitter installation. No announcing. Box 435E. BROADCASTING.

Engineer two years broadcast, three years Army radar experience. Graduate RCA Institutes. Presently employed, seeking better job. Box 452E, BROADCASTING.

First phone license. Transmitter, console, remotes. Married, car. Want to settle in northeast. Available short notice. Box 455E, BROADCASTING.

Engineer, chief engineer. Thoroughly experienced, AM-FM construction-installation-maintenance-studios-transmitter. Directional system any power. 8 years experience. Excellent references. Box 458E. BROADCASTING.

Chief engineer experienced AM and FM installation, familiar transit radio problems, audio specialist. Box 487E, BROADCASTING.

Experienced engineer seeking return to Nebraska or nearby. Transmitter, remotes, recording, announcing. Presently sports director including play-by-play. Best recommendations including present employer. Box 504E. BROADCASTING.

Chief engineer available. Highest caliber, experienced in management as well as all phases engineering. Bears recommendation of top consultants as well as present employers. Box 506E, BROADCASTING.

Engineer, licensed, single, can announce. Experience in small station. Prepared for TV and FM. Presently employed. Want better conditions. Box 498E. BROADCASTING.

Experienced young chief engineer, experienced in construction, installation, maintenance, recording, remotes, board operation, etc. First phone, class A cam, can handle light combo work. Box 513E. BROADCASTING.

RCA graduate, 1st class radio-telephone and driving licenses. Desire position within 200 miles of New York. Box 524E. BROADCASTING.

Engineer, experienced, console, transmitter, remotes, some announcing. Married, stable, will travel. Box 525E. BROADCASTING.

Engineer, first class license, desires steady position. Single, will do announcing, all locations considered. Box 526E. BROADCASTING.

Recent RCA graduate, family man, now employed TV servicing. No broadcast experience. 1st class and amateur license, seeks operator or combination position. Box 533E, BROADCASTING.

Situations Wanted (Cont'd)

Engineer-announcer. 1 year straight announcing 2 years school, 10 months combination work. Now employed. Desire change to west or southwest. Box 542E, BROADCASTING.

Engineer, licensed. Three years experience transmitter, maintenance, remotes. Have car. Any location. Box 547E. BROADCASTING.

Engineer degree 10 years experience all phases, licensed. Box 554E. BROADCASTING.

Announcer-engineer. Four years staff announcing. Thorough knowledge of baseball, basketball, football. Desire baseball play-by-play. Young, single, versatile. College degree. First class license. Presently employed. Disc, details on request. Box 556E, BROADCASTING.

Attention—Due to economic conditions competent staff of four available immediately consisting of two engineers and two announcers, one announcer doing play-by-play of all sports and special events. Other announcer doing DJ news and sales work. Full references available. Four cars. WCFC, Beckley, West Virginia.

Vet, single, 3 years cw and broadcast experience. Remotes and tapes, have car, seeking permanent position, east preferred. Henry Annis, 628 Barbey St., Brooklyn, N. Y.

Chief engineer with 8 years experience, all phases AM and FM including directional desires construction job. CREI graduate. F. W. Bacon, Burt, Iowa.

Engineer, experienced, console, transmitter. Young, single, do not smoke or drink. Salary secondary. Eugene Brown, Alden, Iowa.

Engineers available. All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's Graduates. Wire or write furnishing full information. Cook's Radio School, 2933 North State St., Jackson, Miss.

Available immediately—Engineer, 1st phone, 10 months experience, veteran, seeking permanent position eastern states. Phil D'Ambrosio, 439 East 121 St., New York, New York.

Engineer, 1st phone, single, recent graduate leading radio school. Desires transmitter or combination work. Wire or write Newell Rudolph Gaston, 402 N. Adams, Odessa, Texas.

Position desired. First fone, experienced. AM, FM. 10 years, amateur, 1 year combination. Free to travel. Short notice. Delbert King, P. O. Box 4113, Birmingham 6, Ala. Phone 59-2311.

Holder 1st phone seeks permanent broadcast position. Two years experience, Army 500 w AM, 150 w FM. Will travel. Ernest C. Wood, 288 Fifth Ave., Brooklyn, N. Y., ST. 8-5739.

Production-Programming, others

Three years . . . from first day at mike to present position as station manager. Now 29. Experienced with affiliates and independents. Have good job. Fine employer, but too many duties. Programming my specialty. Listen to reasonable offer involving programming, production or promotion in radio or allied field. No hurry. Box 275E. BROADCASTING.

Alert, versatile, dependable, enthusiastic program director-announcer. Age 31. 5 years in radio, 3 years continuous mike selling experience. Now employed on 5,000 watts. Midwest preferred. Box 488E. BROADCASTING.

Experienced copywriter, women's commentator desires writing job, preferably with air work and women's activities. Prefer east. Veteran. College graduate. Box 489E, BROADCASTING.

Seven years experience 250-50 kw. Production, programming, announcing, some sales. Specialties ad-lib, production. Good reason for leaving present position. Box 498E, BROADCASTING.

Sports director. Four years experience with 5000 watt midwestern CBS station. Experience includes broadcasting and promotion of baseball, basketball, boxing and football. Major league experience. Desire change. Box 500E, BROADCASTING.

Situations Wanted (Cont'd)

Continuity writer, excellent background, best references. Interested in progressive station. Box 511E, BROADCASTING.

College graduate, B.S. in Speech with radio major. Seven months experience as night manager of Chicago TV outlet. Traffic, continuity, production and operations. Also experienced tape editor and production assistant with award-winning Chicago tape show. Desires position with progressive TV or radio outlet. Full information, reference and photo upon request. Box 516E, BROADCASTING.

Just what you need. A program director-announcer, with experience and education in all phases of radio and television broadcasting. Letter, disc and photo upon request. Write Box 578E. BROADCASTING.

Stop here, if you want a copy-chief, writer who writes result-producing copy. Years experience radio and agency. Married, sober, no drifter, presently employed. Allow ample time for answer. Box 536E, BROADCASTING.

Program manager—now announcer-director. Experience and ability in all phases of programming, production and administration. Family man anxious to locate permanently in responsible spot. Future possibilities important. Box 537E, BROADCASTING.

TV playwright, script-doctor, copywriter and actor with top network experience desires position on radio or TV staff, 30, married, college graduate. Resume, references. Michael Blair, 43 West 69th St., New York 23, N. Y.

Television

Technical

Director film operations. 16 years camera experience, all 16 & 35mm, sound, silent, newsreel, production, edit-cut all film, color, B&W, neg, pos, rev. Can set up, direct newsreel operation, commercials, etc. Have managed theatres, many years projection experience; know agency operation, promotion, publicity, radio repair experience. Past 4 years in TV. Available May 1. Box 468E, BROADCASTING.

Production-Programming, others

Director, producer, cameraman—can sell and build programs. Television production school graduate, SRT-TV. College. Start at bottom, go any place. Box 535E, BROADCASTING.

Attention TV stations. Can you use me? Any job! I want to learn television from the ground up! Excellent record on college radio station. Ambitious, conscientious! Willing to start as janitor if necessary! Box 550E. BROADCASTING.

For Sale

Stations

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Son, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

Andrew coaxial conductor. Have 16 20-foot lengths of 3⅛" coax never unpacked from original cases. 25% off list price if you take the lot. FOB northern Indiana. Box 323E, BROADCASTING.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. Box 475E. BROADCASTING.

RCA BTF-250A FM transmitter and GE type BM-1-A frequency and modulation monitor with following UTC transformers: LS-83; LS-99; LS-105; three LS-93; PA-309 plate transformer, DC output, 3000-2500-2000 volts and 1 amp. Also centrifugal blower used to cool four 4x500 A Tubes. All used two years, in practically new condition. Make an offer for any or all of this equipment. Box 485E, BROADCASTING.

2 Presto 6N recorders and 1 90A amplifier in portable carrying cases. Excellent condition. Box 491E, BROADCASTING.

Presto 90-A recording console, as new, with tubes, plugs and instruction book, $400.00. Box 510E, BROADCASTING.

For Sale (Cont'd)

Federal 101-C field intensity meter 550-1600 kc recently completely reconditioned by factory. Excellent shape. Price $400. Box 539E, BROADCASTING.

Two, Presto 8D recorders with ID cutters and automatic equalizers all excellent condition, priced for quick sale. Box 548E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Any reasonable offer will be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.

One WE 1-C frequency monitor, one WE 1126-C limiter, reasonable. KFVD, Los Angeles.

Complete 250 watt Western Electric transmitting installation in excellent condition. Includes tower. $4500 F.O.B. Tulsa. Write KOME, Tulsa, Oklahoma.

Save $10,500. Complete FM transmitting equipment, 106.9 mc, like new. Includes GE BT-2-B 1 kw. transmitter, spare tubes, crystal; WE 5-A monitor; GE BY-6B 6 bay circular antenna with mast; 100' Wincharger type 300 guyed supporting tower; A-3 lighting equipment; 140' Andrew 1⅝" type 451 transmission line, 3 right angle bends, 2 45° angle bends, expansion joint, reducers, support brackets, etc. Available at site, $5,900. Wire or write WENY, Elmira, N. Y.

For sale—Available immediately 200 foot Wincharger 101 guyed tower complete with lighting and tuning unit. Price only $1100.00 as it stands F.O.B. Frankfort. Write, wire or phone W. W. Robinson, WFKY, Frankfort, Kentucky.

For sale: Twelve bay Federal square loop FM antenna on 20 foot pedestal with beacon and interconnecting transmission lines. 200 feet 3⅛" line for transmitter connecting. Cost $16,213. Make offer for all or part. WHIS, Bluefield, W. Va.

For sale: An RCA type 69C distortion and noise meter in first class condition. Price $200 F.O.B., Muncie, Indiana. Radio Station WLBC, Muncie, Indiana.

For sale: RCA 76 B4 consolette and power supply used 100 hours. Best offer over $1000. Also, one RCS 2A studio switcher, $110. WLIZ, Bridgeport, 5-4144.

Have several used guyed Wincharger towers. Will sell erected. Tower Construction Co., Commerce Bldg. Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

Will purchase exclusive market local station, east or midwest. Not interested in present income if market has potential. Information and price confidential. No agents. Box 419E, BROADCASTING.

Help Wanted

Salesmen

ATTENTION
EXPERIENCED
SALESMEN

Leading Transcription Library Company has openings immediately for sales minded men with well rounded station experience. Here's a real opportunity for men who like to sell and like to travel. Liberal salary and expenses paid.

Send full details of background, experience, present connection and photograph. Information will be held strictly confidential and interviews will be arranged at convenient time. Mail applications and full information to

BOX 835D, BROADCASTING

(Continued on next page)

Help Wanted (Cont'd)

TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Dakotas, Colorado, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. Big opportunity for right man with auto.

BOX 471E, BROADCASTING

Announcers

ANNOUNCER—EMCEE

Large midwestern AM-TV operation needs personable, experienced announcer-emcee for "personality" roles on both radio & TV. Salary open. Send recording, photos and background to Box 408E, BROADCASTING.

WANTED

COMBINATION

ANNOUNCER-ENGINEER

The man we want must be a GOOD announcer and know PRODUCTION. He must also know engineering. Only EXPERIENCED men will be considered for a steady job with good salary and excellent working conditions. We are a Mutual-Don Lee affiliate located in the heart of Southern California's playground; close to mountains, desert and ocean. If you're FULLY EXPERIENCED, send photo, references and tape or disc to E. W. Lee, KFXM, San Bernardino, California.

Situations Wanted

Announcers

I filled this opening. Can fill any opening your organization. Young, eager, versatile, good education, good voice. Combination, trained, experienced. New ideas. Steady man, married, will travel. Box 522E, BROADCASTING.

For Sale

Stations

MIDWEST OPPORTUNITY

One kw FM independent station in Northern Illinois. Second richest county in state. Sixth richest in U. S. 72,000,000 retail economy. Only station in county. Has highest elevation in Illinois. Excellent opportunity for advertising executive or agency for market testing. Present owners have other interests. Can be had for lease with option to buy or attractive terms. BOX 555E, BROADCASTING.

Equipment, etc.

RF bridge—practically new radio frequency bridge, type 916A for sale at a substantial reduction. Contact

WHEB

Portsmouth, N. H.

Employment Service

EXCHANGE your worries for top audience-building disc jockey. We're D.J. talent agency. Tell us your needs. We find right man for you. Costs you nothing. Kaye-Deutschman, 1440 B'way, N. Y. 18, N. Y., PE 6-2367.

FOR RENT—our skill in finding *right* disc jockey for you. We're D.J. specialists. Tell us your needs. We do everything. You pay D.J.'s salary only. Kaye-Deutschman, Inc., 1440 B'way, N. Y. 18, N. Y.

TRANSIT RADIO

Set for Twin Cities Area

INSTALLATION of music-equipped vehicles in the Minneapolis-St. Paul area has been assured with Broadcasting Services Inc. signing a contract with the Twin City Rapid Transit Co. authorizing the service. Installations will commence late this month and transitcasts will begin around June 1 though no FM outlet has definitely been set. Announcement was made by Charles Green, president of the transit firm.

Arrangements between the transit company and Broadcasting Services, which is affiliated with Transit Radio Inc., Cincinnati, call for installation of receivers in about 500 buses and street cars in the area. Programming format will be similar to that followed in 20 other TR cities, with schedule to run from 6 a.m. to 10 p. m. or midnight, according to Myles Johns, president of Broadcasting Services.

'WARD WEEK'

CBS Stars Aid Promotion

WARD Johnstown, Pa., attracted national attention to the city's 1950 sesqui-centennial celebration fortnight ago with special promotion spots by an array of topnotch CBS stars.

A CBS affiliate, WARD called on the network for cooperation of name stars in planning observance of "WARD Week." Theme of the spots was: "Best wishes to Johnstown, Pa., on its sesqui-centennial celebration and here's wishing 150 years more of good living and good listening to WARD."

Contributing special messages were Red Skelton, Garry Moore, Amos 'n' Andy, Burns & Allen, Bergen & McCarthy, Art Linkletter, Arthur Godfrey, and others. In addition, spots were aired on such programs as *Theatre of Today*, *Garry Moore Show* and Arthur Godfrey's daytime program. Locally WARD aired special local talent broadcasts, remotes and giveaways, with varied promotion stunts. City's Mayor Walter E. Rose proclaimed "WARD Week" March 5-11 on major newscasts.

COMMUNIST TAG

Bill Seeks Air Identification

MOVE on Capitol Hill to require an organization, listed as "subversive," to identify itself as a "Communist organization" when sponsoring a broadcast or telecast has been increased.

This provision is contained in measure (S 2311) to control subversive activities by setting up a "Subversive Activities Control Board" or watchdog panel to keep tabs on Communist and Communist front organizations. Sponsored by Senators Karl E. Mundt (R-S. D.), Homer Ferguson (R-Mich.) and Olin D. Johnston (D-S. C.), the bill last week had hurdled the Senate Judiciary Committee and was expected to come before the Senate.

An identical bill (HR 7595), introduced by Rep. Richard M. Nixon (R-Calif.) in the House, was referred to the House Un-American Activities Committee. According to Rep. Nixon, the radio-TV section of the bill is designed as a safeguard measure and would apply only "to the organizations already found to be subversive as defined by the legislation."

The bill also would outlaw use of the mails or other means of interstate or foreign commerce unless the following was contained: "Disseminated by ....., a Communist organization." The radio identification would be: "The following program is sponsored by ....., a Communist organization."

The radio-TV provision reads:

It shall be unlawful for any organization which is registered under Section 7, or for any organization with respect to which there is in effect a final order of the Board requiring it to register under Section 7, or for any person acting for or on behalf of any such organization—to broadcast or cause to be broadcast any matter over any radio or television station in the United States, unless such matter is preceded by the following statement, with the name of the organization being stated in place of the blank: "The following program is sponsored by ....., a Communist organization."

WOW SOUTH TOUR

Gets Off on Schedule

WOW OMAHA'S farm study tour of the South began on schedule last week with approval from the U. S. Interstate Commerce Commission following end of the coal strike. Fate of the 16-day project through 18 southern states and Cuba hung in the balance for a week because of the travel ban imposed by the coal walkout, Tour Leader Mal Hansen, WOW's farm director, said.

The 17-car, all-Pullman special is carrying some 210 persons from the farm states to the "New South." The tour began March 15, and its return slated for March 30. First stop was the cattle area of Oklahoma where the WOW farm tour members were guests of Gov. Roy Turner. Each day's activities are being recorded for Mr. Hansen's radio-TV *Farm Service Reporter* program.

Home Front Block

CECIL BROWN, Mutual commentator who recently returned from a newsgathering tour of Europe and Palestine, has reported that he had no encounters with censorship anywhere in his journey, although he made numerous tape recordings that were mailed back to the U. S. The only governmental interference came from U. S. Customs agents in New York. The first batch of tape reels Mr. Brown airmailed from Europe were held three weeks at U. S. Customs while officers debated how much duty to charge.

WCFM (FM) STAND

'Left-Wing' Charge Answered

EDITORIAL in the *Saturday Evening Post* March 4 issue, which cites WCFM (FM) Washington as being part of the radio arm of the "left-wing-propaganda machine," was answered March 8 in a broadcast over WCFM by George A. Bernstein, manager of the station.

"We do not comprehend the *Post's* use of the term 'leftist,'" Mr. Bernstein said. "We regard ourselves rather as moderates on the contemporary scene. . . . If, by 'leftist' the editorial means that we maintain a policy of allowing equal time to all points in a controversial issue, that we refuse to deny freedom of the airways to unpopular opinions, or that we provide a fair share of our time to all religious groups, then, in truth, we are 'leftist'—but this certainly places radio stations that would not be so classified in a rather unfortunate light."

Mr. Bernstein continued: "Perhaps if the long established radio stations followed a policy of allowing all sides equal time—provided for by the FCC, but too often disregarded—it would not be necessary for stations like WCFM to devote so much of their time to the broadcasting of arguments not heard elsewhere." He said WCFM's microphones will remain available to all legitimate points of view. "Moreover," Mr. Bernstein concluded, "WCFM and the stations associated with it do more than pay lip service to freedom of the air. They practice it."

FTC Charge Denied

PHILCO CORP., Philadelphia, and Sylvania Electric Products Inc., Boston, have denied charges by Federal Trade Commission that they violated price discrimination provisions of anti-trust laws in purchase and sale, respectively, of radio tubes. FCC's complaint charged that Sylvania has granted lower prices to Philco, which "knowingly" induced and accepted them from Sylvania and other tube manufacturers.

FCC Actions

(Continued from page 71)

Decisions Cont.:

Gulf Beaches Bcstg. Co. Inc., St. Petersburg Beach, Fla.—Designated for hearing in Washington on June 16, application for new station on 1300 kc 1 kw D, and made WSMF Dade City, Fla. party to proceeding.

CP Granted

WGBS Miami, Fla.—Granted CP to change daytime directional antenna pattern, provided applicant agrees to take necessary steps to correct any difficulties arising from cross modulation at Commission monitoring station at Fort Lauderdale, Fla.

KYUM Yuma, Ariz.—Granted mod. CP to make changes in DA array, on condition that permittee accept any interference that may be received from operation of new station in Tecate, Mex. which, in accordance with terms of NARBA, is notified on 560 kc with power of 250 w unl.

Hearing Designated

WCON Atlanta, Ga.—Designated for hearing on June 26 in Washington application for mod. CP to change DA system from six element array to four element array with change in DA pattern.

Extension Denied

KUMO Columbia, Mo.—Denied application for extension of completion date for new station and advised permittee if hearing is desired, request should be made within 20 days, upon receipt of which denial will be set aside and application designated for hearing.

Application Dismissed

WHOL Allentown, Pa.—Dismissed application of WHOL for transfer of control, without prejudice to filing of amendment to application for CP; and extended to April 11 time for filing such petitions as may be appropriate to bring applications in re Docket 7179 et al, up to date. [Comr. Jones dissenting in part].

Extension Granted

WEBR Buffalo, N. Y.—Granted extension of time to submit measurements to meet conditions attached to license to operate unl. time on 970 kc, 5 kw using DA pending action on joint petition of WEBR and others for waiver of conditions attached to their respective CPs or licenses.

March 14 Decisions . . .

BY A BOARD

Request Dismissed

The Conn. Electronics Corp., Bridgeport, Conn.—Dismissed as moot request of Counsel for Conn. Electronics Corp. that oral argument scheduled for March 27 in proceeding re Dockets 7129 et al, be advanced to earlier date, and ordered that parties are afforded opportunity to address themselves not only to exceptions filed, petition to strike portion of reply brief of Hunterton-Montauk Bcstg. Co. Inc., filed Aug. 23, 1949, by Conn. Electronics Corp. which was also scheduled for oral argument in Commission's Order of Nov. 25, 1949, but also to petition for reconsideration filed by The Conn. Electronics Corp. and issues raised therein.

Motion Denied

WCUM The Tower Realty Co., Cumberland, Md.—Denied motion to strike exceptions of Central Bcstg. Co. Inc., and scheduled oral argument for April 14, commencing at 11 a.m. in re Docket 9359.

Oral Argument

Scheduled oral argument for April 14 at 10 a.m. in proceeding involving applications of Belleville News-Democrat, Belleville, Ill., et al, Docket 7844.

BY THE SECRETARY

KPHO Phoenix, Ariz.—Granted license change frequency, increase power, install new trans, install DA for night use and change in trans. location; 910 kc 5 kw unl. DA-N.

Roderick Bcstg. Corp., El Paso, Tex.—Granted license for new remote pickup KA-5353.

Twin State Bcstrs. Inc., St. Johnsbury, Vt.—Granted license for new remote pickup KA-5355.

KWKW-FM Pasadena, Calif.—Granted mod. license to change name to Southern Calif. Bcstg. Corp.

WSCS Inc., Charleston, S. C.—Granted mod. license to change frequency from 30.82, 33.74, 35.82, 27.98 mcs. to 26.15 mc. and change power from 10 w to 12 w KA-5591.

KGNB New Braunfels, Tex.—Granted request for voluntary assignment of CP from partnership to newly formed corp.—Comal Bcstg. Co.—capital stock of which will be owned by assignor partners in same ratio as their respective partnership interest. No monetary consideration involved.

KYOR Blythe, Calif.—Granted request to cancel CP to install new vertical ant.

Norfolk Bcstg. Corp., Norfolk, Va.—Granted CPs and licenses for new remote pickups KA-6030, KA-6028, KA-6029.

Gastonia Bcstg. Service Inc., Gastonia, N. C.—Granted CP and license for new remote pickup KA-3920.

Biscayne Bcstg. Co. Inc., Miami Beach, Fla.—Granted CP for new remote pickup KA-6027.

Radio Station WIAC Inc., San Juan, P. R.—Granted CP remote pickup KA-6031.

Yellowstone Amusement Co., Livingston, Mont.—Granted CP and license for new remote pickup KOB-224.

Yellowstone Amusement Co. Area Livingston, Mont.—Granted CPs and license for new remote pickup KA-6034, 35.

National Bcstg. Co., Cleveland, Ohio—Granted CP new remote pickup KA-6026.

National Bcstg. Co., Inc., Chicago—Granted CP for new remote pickup KA-6025.

National Bcstg. Co. Inc., New York—Granted CP for new remote pickup KA-6024.

National Bcstg. Co. Inc., Washington, D. C.—Granted CP for new remote pickup KA-6023.

U. of Florida, Gainesville, Fla.—Granted CP and license new remote pickup KA-6022.

Voice of the Rockies Inc., Colorado Springs, Col.—Granted CPs for new remote pickups KA-6032, 33.

Mid-America Bcstg. Corp. Louisville, Ky.—Granted mod. CPs to change frequency from 26.15 mc to 26.25 mc and licenses to cover same KA-5247, 8.

Following granted mod. CPs for extension of completion dates as shown: WWJ-TV Detroit to 9-15-50; WLEE-FM Richmond, Va. to 9-17-50; KGKB-FM Tyler, Tex. to 9-14-50; WCAL-FM Northfield, Minn. to 9-1-50; WERC-FM Erie, Pa. to 10-2-50; WNAC-FM Boston, Mass. to 10-1-50; KTOK-FM Oklahoma City to 10-15-50.

KAAA Red Wing, Minn.—Granted license for new AM station; 1250 kc 1 kw D.

KGBC The Galveston Bcstg. Co., Galveston, Tex. — Granted license change hours of operation, increase power and install DA-N.

KELA Chehalis, Wash.—Granted license to install new trans.

KJFJ Webster City, Ia.—Granted license new AM station; 1570 kc 250 w D and specify studio location.

KENM Portales, N. M.—Granted license for new AM station; 1450 kc 250 w unl.

KWBW-AM-FM Hutchinson, Kan.—Granted involuntary assignment of license and CP from William Wyse, deceased to Bess Marsh Wyse tr/as Nation's Center Bcstg. Co.

WCCO Minneapolis, Minn.—Granted CP to install new trans. subject to condition that action is without prejudice to any action Commission may take with respect to pending applications for renewal of license.

WCCO Minneapolis, Minn.—Granted CP to install old main trans. at present site of main trans. to be used for aux. purposes with power of 50 kw. Condition same as above.

WSAJ Grove City, Pa.—Granted CP to install new trans.

KTKT Tucson, Ariz.—Granted mod. CP to change type trans.

KWKW Pasadena, Calif.—Granted mod. license to change corporate name to Southern Calif. Bcstg. Corp.

WHAS-TV Louisville, Ky.—Application to increase ERP to vis. 55.5 kw, aur. 27.75 kw and make changes in trans. and ant. granted in part with power maintained at present levels.

WHMP Northampton, Mass.—Granted mod. CP for approval of ant. and trans. location, spec. studio location and change type trans.

KALG Alamogordo, N. M.—Granted mod. CP for approval of ant. trans. and studio locations.

WPEP Taunton, Mass.—Granted mod. CP to change type trans.

KBKH Pullman, Wash. — Granted mod. CP for extension of commencement date to 5-4-50.

WERC Erie, Pa.—Same to 6-2-50.

Midland Bcstg. Co., Kansas City, Mo.—Same to 5-1-50 KA2XAQ.

KSUB Cedar City, Utah—Granted mod. CP to change trans. and change description of trans. location.

WNOI Oak Park, Ill.—Granted mod. CP for extension of completion date to 5-29-50 on condition that construction be completed or interim operation provided by that date.

WCAT Rapid City, S. D.—Granted authority to remain silent for period beginning March 4, and ending March 14, during time regular instructional period is suspended.

WOR-FM New York—Granted license to cover CP changes in FM station. Chan. 254; (98.7 mc) 3.4 kw; 950 ft.

KASI Ames, Ia.—Granted CP to install new vertical ant. and mount FM ant. on AM tower.

WSM-TV Nashville, Tenn.—Application to change trans. location, to increase ERP to vis. 23.7 kw; aur. 11.85 kw, change trans. ant. and make equipment changes granted in part; power maintained at present level.

KDYL-TV Salt Lake City, Utah—Granted mod. CP for extension of completion date to 10-1-50.

WHP-FM Harrisburg, Pa.—Granted mod. CP for extension of completion date to 8-26-50.

March 14 Applications . . .

ACCEPTED FOR FILING

AM—1330 kc

WJPR Greenville, Miss.—CP AM station to change from 1340 kc 250 w unl. to 1330 kc 1 kw-D 500 w-N DA-N.

Modification of CP

KGVO Missoula, Mont.—Mod. CP AM station increase power, install trans. and new DA for extension of completion date.

License Renewal

Request for license renewal AM station: KOOL Phoenix, Ariz.; KROW Oakland, Calif.; KPOF Denver, Col.; WGL Fort Wayne, Ind.; WSBT South Bend, Ind.; WTCO Campbellsville, Ky.; KVOB Alexandria, La.; WJBO Baton Rouge, La.; WARE Ware, Mass.; KLER Rochester, Minn.; WTTM Trenton, N. J.; WRUN Utica, N. Y.; KGLC Miami, Okla.; WPRP Ponce, P. R.; WJAR Providence, R. I.; KSDN Aberdeen, S. D.; KWAT Watertown, S. D.; WRNL Richmond, Va.; WWYO Pineville, W. Va.; WISN Milwaukee, Wis.; WTCH Shawano, Wis.

Modification of CP

Mod. CP new FM station for extension of completion date: WAFM Birmingham, Ala.; WDAK-FM Columbus, Ga.; WDSU-FM New Orleans; WIBA-FM Madison, Wis.

WNOI Oak Park, Ill.—Mod. CP new FM station to change studio location, trans. etc.

Modification of License

KFXD-FM Nampa, Ida. — Mod. license FM station to change studio location to Meridian, Ida.

TENDERED FOR FILING

AM—930 kc

WTAD Quincy, Ill.—CP AM station to change from 930 kc 1 kw unl. DA-N to 920 kc 5 kw unl.

APPLICATIONS RETURNED

Memphis, Tenn.—WREC Bcstg. Service RETURNED March 8 application new commercial TV station to request amend from Ch. 7 to Ch. 6 (82-88 mc).

March 15 Decisions . . .

ACTION ON MOTIONS

(By Comr. George E. Sterling)

FCC General Counsel—Granted extension to April 6 to file exceptions to initial decision issued in proceeding on application of KPPC Pasadena, Cal.

Community Bcstg. Co., Baton Rouge, La.—Granted leave to amend application to specify revised DA. Application as amended removed from hearing.

Radio Voice of Springfield, Inc., Springfield, Ohio—Granted extension to file opposition to petition for rehearing filed by The Mount Vernon Bcstg.

(Continued on page 86)

'Harlem Breakfast Club'

MAKE WAY for radio's newest innovation—the *Harlem Breakfast Club*—to originate at the Teresa Hotel, New York, the nation's leading Negro hostelry. Arrangements have been completed by WLIB New York, through M. L. Novik, its directing head, to establish remote studios at the Teresa.

Mr. Frank Silvernail
Batten, Barton, Durstine, and Osborne
New York City

Dear Frank:

I knows yer interested in permotin' thin's, 'cause I 'member hearin' 'bout yer bein' at th' CBS permoshun clinic las' summer. Well, th' boys here at WCHS really does a bang-up job permotin' their shows. I see a lotta stuff a layin' 'round on th' tables, so I jest tho't I'd like ter tell yuh 'bout it. They really goes all out in tellin' th' lisseners and th' trade all 'bout th' products their clients is advertizin'. Now some folks might be surprised at th' cleverness uv th' stuff these boys at WCHS sends out, but effen yuh knows 'em, nothin' they does ud really surprize, yuh. Tell yuh what, Frank. Hit's durned near impossible ter describe th' cards an' stuff, so I'll jest gather up a few uv them an' send 'em ter yuh. Be on th' look out, and I'll bet you'll agree thet hit's no wonder when West Virginnians thinks uv radio they thinks uv WCHS!

Yrs.
Algy

WCHS
Charleston, W. Va.

PLANNING?

- to buy a radio station or newspaper?
- to sell your newspaper or radio station?
- to attend the NAB National Convention in Chicago April 12-19?

THEN—wouldn't it be a good plan to get in touch with our offices NOW and set up an appointed time for discussions; all, of course, on a confidential basis. Should you be unable to attend, then contact us anyway and possibly one of our officers will call on you while enroute to or from the meetings.

NEGOTIATIONS • *APPRAISALS* • *FINANCING*

BLACKBURN-HAMILTON COMPANY, INC.

MEDIA BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	333 N. Mich. Ave.	235 Montgomery St.
Sterling 4341-2	Randolph 6-4550	Exbrook 2-5672

TR'S ANSWER

Files Brief Asking FCC To Deny Complaint

TRANSIT radio's triumvirate in the nation's capital has asked the FCC to deny a complaint that would rule transit broadcasting contrary to the public interest.

The 12-page brief was prepared by Pierson & Ball, Washington law firm, on behalf of Transit Radio Inc., Washington Transit Radio Inc. and the Capital Broadcasting Co. (licensee of WWDC-FM Washington which holds a TR franchise). Transit Radio's volley was directed particularly against the complaint filed before the FCC by Washington Attorneys Franklin S. Pollak and Guy Martin on their own behalf which paralleled complaints filed earlier by Transit Riders Assn. FCC has the matter under study [BROADCASTING, Feb. 20, 13].

Opponents of music-equipped vehicles, the brief argued, have "draped their objections in the cloak of constitutional phrases which have no applicability to the factual situation."

It also was argued that (1) the issue already had been settled by Washington's Public Utilities Commission ruling in favor of transit radio; (2) that no disputable questions of fact require hearing or investigation by FCC, and (3) that the petitions ask FCC action to deal with matters "beyond its (FCC's) jurisdiction."

Messrs. Pollak and Martin had charged in their petition that transit radio is contrary to "the public interest" and urged the Commission to halt service. They also asked the FCC to rule that transit radio violates Commission rules and regulations governing station licenses; announce and initiate policy of license revocation "as far as necessary," take no final action on license, renewal and permittee bids, and furnish attorneys with copies of the contract between Washington Transit Radio Inc. and Capital Broadcasting Co.

The Transit Riders Assn. petition, filed by R. A. Seeling, association vice president, contained a resolution noting the spread to a "score" of cities of radio-equipped vehicles and that the FCC was the only agency "which has direct jurisdiction over the conduct of radio stations."

Scores Petitioners

The transit radio interests scolded the petitioners for seeking revocation of station licenses "for the benefit of their personal and wholly subjective desires which ... are diametrically opposed to the public interest, convenience and necessity."

Immediate object sought by petitioners, the brief went on, "is the prohibition of reception; the primary motive is an objection to the present commercial system of radio broadcasting; the ultimate result desired is the extension of governmental supervision and control of private interests."

The brief further contended that transit radio opponents "object to transit radio because it is a commercial project. They object to the fact that the transit company and the receiver owners may make a profit. They object to the fact that the radio programs received in transit vehicles contain commercials. In essence, they object to our present system of commercial broadcasting."

Viewing the petitions as one phase of attack against "the industry known as transit radio," the brief said:

. . . their efforts before other agencies have been unsuccessful but petitioners are well aware of the fact that repeated attacks . . . before various agencies and courts may indirectly serve to accomplish that which they cannot legally achieve. (They) use these petitions as a basis for newspaper publicity and as a protective cloak for direct threats to and intimidation of advertisers which they would otherwise hesitate to make. Petitioners apparently operate upon the thesis that if they cry long and hard enough of constitutional violations some people will believe their cries.

The PUC, the brief cited, ruled on Dec. 29, 1949 "that the installation and uses of radios in street cars and busses of the Capital Transit Co. are not inconsistent with public convenience, comfort and safety."

Process of Law

If the PUC was in error, Transit Radio continued, then the law "provides a method for reviewing their decision."

Attached to the brief was a percentage analysis of the 1949 composite week of WWDC-FM programming that Transit Radio believes clearly "disproves the petitioners' allegations that WWDC-FM has not maintained program balance." It further maintained that "this type of balance by specialization has been publicly approved by the Commission, the industry and the listening public."

The brief continued:

It is sincerely hoped that at some time in the future these transit sets will represent a small minority of the FM receivers in operation, but until that time arrives, the transit sets in use serve to create circulation which is otherwise difficult to establish and even more difficult to prove. They make possible the program service that is required to build FM receiver use.

. . . it would be a strange concept indeed to hold that radio stations cannot sell advertisers upon the basis of an audience whether they are at home, in bars or restaurants, or in transit vehicles.

The public, the brief pointed out, is the final test for a decision as to what programs are in its interest. "If the place of reception is to become the controlling criteria, a new system of regulation will be necessary and that system is neither desirable nor legal under our present laws and economic system," the argument concluded.

FCC Actions

(Continued from page 85)

Decisions Cont.:

Co., Mount Vernon, Ohio, in proceeding upon its application and that of Beer & Koehl, Ashland, Ohio. Time extended to March 13.

FCC General Counsel—Granted extension to April 10 to file exceptions to initial decision issued in proceeding upon applications of Faulkner County Bcstg. Co. and Conway Bcstg. Co., both Conway, Ark.

Thomas H. Beach, Birmingham, Ala.—Granted leave to amend application to change name of applicant to Pied Bcstg. Corp., to change applicant from individual to corporation, and to show revised financial data.

Texas Star Bcstg. Co., Dallas, Tex.—Granted extension to March 13 to file opposition to petitions for rehearing filed by KTRH Houston, Tex., and Democrat Printing Co. Action March 10.

(By Comr. E. M. Webster)

KWIK Burbank, Calif.—Hearing on matter of revocation of license of KWIK continued from March 20 to April 5 and 7 at Burbank.

(By Comr. Paul A. Walker)

FCC General Counsel—Granted extension to March 20 to file proposed findings of fact in matter of revocation of CP of KCRO Englewood, Col.

(By Examiner Elizabeth Smith)

WLCS Baton Rouge, La.—Granted leave to take depositions in proceeding re its application and that of KJAN Bcstg. Co.; further ordered petitioner be authorized to take depositions of Sgt. Hector Slaughter, United States Army, et al., on March 23 and 24 at Baton Rouge, La.

(By Examiner H. B. Hutchison)

The Central Ohio Bcstg. Co., Galion, Ohio—On Commission's motion, hearing on application of Central Ohio Bcstg. is continued until further notice.

March 15 Applications . . .

ACCEPTED FOR FILING

License Renewal

License renewal applications filed by following AM stations: KOLO Reno, Nev.; WAAT Newark, N. J.; WPEN Philadelphia; WQAN Scranton, Pa.

Modification of CP

Following FM stations filed applications for mod. CPs extend completion dates: WJBW-FM New Orleans; KFUO-FM Clayton, Mo.; WFMB Mayodan, N. C.; KSL-FM Salt Lake City.

WNAE-FM Warren, Pa.—Mod. CP authorizing changes in FM station to change ERP to 55 w, ant. to minus 143 ft.

KSL-TV Salt Lake City—Mod. CP new TV station for extension of completion date.

FM Changes

WJMC-FM Rice Lake, Wis.—CP change ERP to 7.4 kw.

TENDERED FOR FILING

Modification of CP

KNOE Monroe, La.—Mod. CP change DA-N

AM—800 kc

KREI Farmington, Mo.—CP change from 1350 kc to 800 kc (contingent on WKYB completing construction on 570 kc).

AM—1390 kc

WEED Rocky Mount, N. C.—CP change from 1450 kc 250 w unl. to 1390 kc 1 kw unl. DA-DN.

Yes, sir!
we've got

BINDERS

. . . and at reduced prices, too

Is someone stealing your copies of BROADCASTING? Don't buy a safe . . . keep 'em in handy, sturdy, blue-leather binders. Made to last for years, each binder holds six months' issues. The coupon on the right does the job.

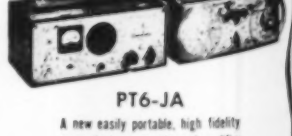
$3.50 *Each*

Broadcasting-Telecasting
870 National Press Bldg.
Washington 4, D. C.

Enclosed please find ☐ *check* ☐ *money order* ☐ *bill me, and send ..... binders to:*

Name .....
Firm .....
Address .....
City ..... State .....

KDTH
Dubuque, Iowa
USES
Magnecorder
Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders.
write Magnecord, Inc., 360 N. Michigan, Chicago, Ill.



PT6-JA
A new easily portable, high fidelity magnetic tape recorder and amplifier priced unbelievably low $499.50

Docket Actions . . .

INITIAL DECISION

Shelby Bcstg. Co., Center, Tex.—Initial decision by Hearing Examiner D. D. Bond to deny application of Shelby Bcstg. Co. new station on 1490 kc, 250 w unlimited. Action predicated on findings that partnership consisting of O. L. Parker and A. C. Childs had without sanction by FCC transferred their interests to others in order to conceal their assets from possible creditor claimant. See story this issue. Initial decision March 13.

Non-Docket Actions . . .

AM GRANTS

Hamilton, Ala.—Marion County Bcstg. Co. granted new station on 970 kc, 1 kw day. Estimated construction cost: $18,000. Co-partnership includes: Hugh J. Fite, insurance and bond business; Ernest B. Fite, attorney, and Rankin Fite, attorney and state senator. Granted March 13.

Atlantic, Ia.—George Basil Anderson, granted new station on 1220 kc, 250 w day. Estimated construction cost: $31,000. Mr. Anderson is owner and manager of KJBK Columbus, Neb. Granted March 13.

Mena, Ark.—R. B. Bell, granted new station on 1450 kc, 250 w unlimited. Estimated construction cost: $13,390. Mr. Bell manages own property. Granted March 13.

Athens, Ohio—A. H. Kovlan and J. D. Sinyard, granted new station on 1540 kc, 1 kw day. Estimated construction cost: $4,100. Principals include: Mr. Kovlan, 50% owner of coin-operated music machines, general manager 50%; Mr. Sinyard, executive director. Granted March 13.

Jackson, Ala.—Jackson Bcstg., granted new station on 1450 kc, 250 w unlimited. Estimated construction cost: $9,750. Partnership: W. P. Thielens, 50% and W. M. Jordan and T. H. Gaillard Jr., each 37.5% owner, all have equal interests in WXAL Demopolis, Ala. Granted March 13.

WLIN Merrill, Wis.—Granted switch in facilities from 730 kc, 1 kw unlimited to 550 kc, 1 kw day, 500 w N, directional. Granted March 13.

KLIX Twin Falls, Ida.—Granted switch in facilities from 1340 kc, 250 w unlimited to 1310 kc 1 kw, directional. Granted March 13.

FM GRANT

El Paso, Tex.—Texas Western College of the U. of Tex., granted new noncommercial educational station, Ch. 203 (88.5 mc), ERP 10 watts, antenna 185 ft. Granted March 13.

TRANSFER GRANTS

KELP El Paso, Tex.—Granted transfer of control of Paso Bcstg. Co. Inc., licensee, from Ed V. Mead, Lewis O. Seibert, Robert M. Jackson, and J. T. Carroll, equal owners to Richey Evangelistic Assn. for $40,000. Transferee is non-profit religious organization headed by Raymond T. Richey, pastor and president of Evangelical Temple Corp. of Houston, Tex. Others associated with Mr. Richey are V. P. Richey, Andrew J. Richey and Leonard Richey. KELP is assigned 1 kw day on 920 kc. Granted March 13.

WCBA Corning, N. Y.—Granted assignment of license from John S. Booth, licensee to Wellsboro Corning Bcstg. Advertisers Inc. for consideration of $80,000. New corporation includes: Lawrence A. Woodin, 50% owner of Arcadia Theatre Co., Wellsboro, Pa., 50%; Paul L. Carpenter, owner Carpenter's Funeral Home and Memorial Studio, 50%. WCBA is assigned 1 kw day on 1350 kc. Granted March 13.

Deletions . . .

TWO FM and one AM authorizations reported deleted by FCC last week. Total dropouts since Jan. 1, AM 17; FM 23; TV 1. Deletions and reasons for withdrawal follow:

WVBN (FM) Turin, N. Y.—Rural Radio Network Inc. License March 14. Station has entered into affiliation agreement whereby other stations will carry same programs which would result in overlap of service.

KGW-FM Portland, Ore.—Oregonian Pub. Co. License March 14. No general public accentance of FM in area.

KELL Waxahachie, Tex.—Ellis County Bcstg. Co. CP March 10. FCC denied extension of completion date Feb. 8 as applicant merely requested extension time in order to complete further plans for assignment of CP.

New Applications . . .

AM APPLICATIONS

DeRidder, La.—Sabine Bcstg. Co., 1010 kc, 1 kw day. Estimated construction cost: $17,640. Principals in Sabine include John B. McCrary, professional musician, manager and 25% interest WCNU Crestview, Fla., and 50% interest in WATM Atmore, Ala.; Cyril W. Reddoch, manager, chief engineer and 50% owner WATM and 50% owner WCNU. Filed March 7.

Burbank, Calif.—Bcstrs. of Burbank, 1490 kc, 250 w unlimited. Estimated construction cost $15,334. Principals include: Albert S. Hall, real estate broker, owner of service station and ½ interest Brown's Brake Service, 20%; Walter W. Mansfield, owner real estate and insurance company, 20%; Floyd J. Jolley, ½ owner Jolley Motors and ½ ownership in Jolley's Aluminum Window Co., 40%; Arthur Crowley, practicing law, 20%. Filed March 8.

Oskaloosa, Ia.—Oskaloosa Bcstg. Co., 740 kc, 250 w day. Estimated construction cost $30,500. Principals include: Everett G. Wenrick, partner in shoe store in Oskaloosa and Segourney, president 20%; E. B. Seeger, 33⅓% interest Seeger Auto Supply Co., vice president plus 6%; Don Hemphill, owner Canary Cottage restaurant, treasurer 10%; P. M. Day, physician and surgeon, 10%; Clarence Powers, mortician and 50% owner Powers funeral home, 50% interest in two farms, 10%; Lyman A. Abbott, owner Abbott's Radio & Television shop, 2%; C. C. Kitchen, optometrist, 5%; Catherine E. Raetz, housewife, 5%; Harold E. Fleck, attorney and 66⅔% interest in firm of Fleck & Jones. 19% of stock is retired to treasury. Filed March 8.

Aberdeen, Miss.—Prairie Bcstg. Co., 1240 kc, 250 w unl. Estimated construction cost: $18,500. Principals: Ben F. Hilbun, administrative assistant to president of Mississippi State College; Grady Imes, 25% interest WSSO Starkville, publisher of Starkville News and presently mayor of Starkville; T. A. Richardson, owner Richardson Chevrolet Co.; Joe Phillips, 25% interest WSSO, equal partners. Filed March 14.

Albany, Minn. — Stearns County Bcstg. Co., 1150 kc, 500 w day. Estimated construction cost: $23,720. Principals include: W. H. Blattner, partner in D. H. Blattner & Sons, contractors, and president, Blattner Co. Inc., implements and hardware, president 16⅔%; Andrew J. Glatzmaier, bookkeeper for D. H. Blattner, vice president 16⅔%; Louis H. Gretsch, manager Gretsch garage, vice president 16⅔%; Urban J. Keppers, owner Urb's bar and retail liquor, secty-treas. 16⅔%. Filed March 15.

Long Beach, Calif.—John H. Poole d/b as Dia Bcstg. Co., 740 kc, 1 kw day. Estimated construction cost: $44,050. Mr. Poole is owner KSMA Santa Maria, Calif., and also has oil and mining investments interests. Filed March 15.

Flagstaff Ariz. — Saunders' Bcstg. Co., 1220 kc, 250 w day. Estimated construction cost $9,410. Charles J. Saunders, individual owner is owner and salesman Flagstaff Nash Co. In 1941-46 he was program director and announcer at WALA Mobile, Ala. Filed March 15.

FM APPLICATION

St. Petersburg, Fla.—Charles A. Lenz, Class B. Ch. 250(97.9 mc), ERP 16.65 kw, ant. 198 ft. above average terrain. Estimated construction cost: $1,000. Mr. Lenz, sole owner, is owner Lantern Lane apartments, treasurer and stockholder in Sherman Hotel, as well as owner of auto phone service and insurance agency and other business interests. He is also applicant for TV station at St. Petersburg. Filed March 6.

TRANSFER REQUESTS

KRSC Seattle, Wash.—Acquisition of control in Radio Sales Corp., licensee, by Sheldon Sackett, through purchase of 500 sh. or total stock from P. K. Leberman, Robert E. Priebe and John E. Ryan Jr., for $112,500. Mr. Sackett is owner of KROW Oakland, Calif., 95% owner KOOS Coos Bay, Ore., and 77¼% owner of KVAN Vancouver, Wash. KRSC operates with 1 kw unlimited on 1150 kc. Filed March 14.

WTTS and WTTV Bloomington, Ind. —Assignment of CP and license from Mary and Sarkes Tarzian, a partnership d/b as Sarkes Tarzian to Mary and Sarkes Tarzian a corporation, Sarkes Tarzian Inc. The Tarzians desire to own and operate radio and television station under a corporate organization. WTTS is assigned 1 kw day, 500 w night on 1370 kc. WTTV is assigned Ch. 10 (192-198 mc). Filed March 15.

WWNS Statesboro, Ga.—Assignment of license from Alfred Dorman, individual, to Statesboro Bcstg. System for $27,500. New partnership includes: Robert H. Thompson Sr., owner of T & S Pub. Co., Cordele, Ga. (advertising), 50%; Virginia Price Bowen, principal stockholder and president Telectronics Inc., Waycross, Ga., 50%. Mr. Dorman withdraws as other business interests prevent him from devoting time to station operation. WWNS is assigned 250 w unlimited on 1490 kc. Filed March 8.

KTOP Topeka, Kan.—Assignment of license from T. Hall Collinson tr/as Collinson Bcstg. Co., to Charles B. Axton for $52,500. Mr. Axton has been on radio for many years as an artist. He starred on Chevrolet Musical Moments, Maxwell House Show Boat, Major Bowes Capitol Family Hour and others. He was production manager WTOP Washington 1933 to 1944. He is presently national sales manager WREN Topeka, Kan. KTOP is assigned 5 kw unlimited on 1250 kc, directional. Filed March 7.

WISR-AM-FM Butler, Pa.—Assignment of license from Butler Bcstg. Co., licensee to Butler Bcstg. Co. Inc. David Rosenblum, individual owner wishes to operate as corporation to better aggregate assets and liabilities of firm in interest of better business management. Sara Rosenblum and Jack W. Rosenblum both employes of station acquire minor interests. No monetary consideration. WISR is assigned 250 w day on 1580 kc. Filed March 9.

KWEM West Memphis, Ark.—Transfer of 500 sh. stock in West Memphis Bcstg. Corp., licensee, from John T. Wells, Beloit Taylor and Phillip Back to J. C. Johnson, John C. Cooper, P. M. Dacus, J. C. McCaa and J. W. Rich. Parties advanced monies to build station and as operation has not been profitable it is believed stock should be transferred. All have stock interest in KXLR N. Little Rock and KHOZ Harrison, Ark. KWEN is assigned 1 kw day on 990 kc. Filed March 14.

WDSR Lake City, Fla.—Assignment of license from Alfred H. Temple, Alma Horn Temple and Dr. Frederick Fayne Kumm, co-partnership d/b as Deep South Radioways to partnership of same name and people with exception of Dr. Kumm who withdraws and sells his interest for $7,200. WDSR operates with 250 w unlimited on 1340 kc. Filed March 15.

KYA San Francisco—Transfer of control in Palo Alto Radio Station Inc., licensee, from Dorothy Schiff to J. Elroy McCaw and John D. Keating. Mrs. Schiff sells total holdings of 10,403 sh. of stock for $155,000 plus. Mr. McCaw is 50% owner KPOA Honolulu, 21.5% owner KLZ Denver. 33⅓% in each KALE Richland and KYAK Yakima both Wash. and 50⅓ interest in KELA Centralia, Wash. Mr. Keating is 50% owner of KPOA and both own 50% interest in recent grant for Hawaiian Islands. KYA operates with 5 kw day, 1 kw night on 1260 kc. Filed March 15.

FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 16

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,109	2,080	188		300	268
FM Stations	712	492	268	*4	48	24
TV Stations	101	35	75		348	182

* Two on the air.

* * *

U. S.-Cuban Treaty

(Continued from page 25)

on 10 regional frequencies (the same number provided under the old NARBA); Cuban Class 2 rights on 16 1-B channels; 1kw rights on the 1340 kc local channel, and other privileges which would increase the limitations to seven existing U.S. stations and guarantee that future U.S. grants on 11 channels would protect Cuban operations on those frequencies.

The U.S. 1-A channels involved were 640 kc (KFI Los Angeles), 670 kc (WMAQ Chicago), and 830 kc (WCCO Minneapolis), with Cuba relinquishing previous rights on 890 kc (WENR-WLS Chicago). The 1-B frequencies on which Cuba would be accorded special privileges were 680, 810, 850, 1000, 1030, 1060, 1070, 1080, 1090, 1110, 1130, 1170, 1190, 1520, 1550, and 1560 kc.

Regional frequencies on which Cuba would have "high power" rights were 550, 570, 590, 630, 790, 910, 920, 950, 980, and 1150 kc.

DECCA Records Inc. last year recorded net earnings, after taxes, of $803,870, or $1.04 a share on 776,650 shares of capital stock outstanding, according to the company's annual report.

Gates *has it*

IF IT IS FOR A
BROADCASTING STATION
GATES RADIO COMPANY

QUINCY, ILLINOIS
TELEPHONE • 522

WASHINGTON, D. C.
TEL METROPOLITAN 0522

Richards Hearings

(Continued from page 28)

mond," misunderstood by some employes, and lacking in biased views other than those normal to the average person.

"There is no admission of guilt by Mr. Richards, and there never has been," the lawyer said.

Reviewing Mr. Richards' career and character, Mr. Fulton declared: "He has been and is privately critical of the Roosevelt family. He believes that the action of James Roosevelt in urging the Commission to investigate these stations and to hold these hearings was biased and prejudiced and caused by James Roosevelt's dislike of Richards' political views."

He said Mr. Richards "asserts that he has a right to have and to express privately his own opinions with respect to the Roosevelt family and their motives in their attacks upon him, so long as he does not broadcast false or defamatory material concerning them over his radio stations."

William Burns, former radio news writer and now a *Los Angeles Times* reporter, was the first witness. He identified letters which he had sent to FCC Comr. Paul A. Walker in February and March 1948, when he was secretary-treasurer of Radio News Club of Los Angeles.

Roberts Second Witness

FCC's star witness, Mr. Roberts, former director of public affairs for KMPC and now KFWB Hollywood newscaster, was the second witness.

President of the Radio News Club when the news-slanting charges were filed two years ago, he said Richards was anti-Semitic and an arch enemy of the Administration. He claimed Mr. Richards directed him to slant newscasts against the Democratic Administration and the Roosevelt family, and to minimize the Truman position and eliminate the President's speeches. He quoted Mr. Richards as referring to President Truman as "the necktie salesman in the White House."

Mr. Richards, he declared, specifically instructed that Bernard Baruch, Edwin Pauley, Howard Hughes, Henry Wallace and Henry Kaiser, among others, be treated in an unfavorable light. Gen. Douglas MacArthur, Sen. Homer Ferguson (R-Mich.), and Sen. Owen Brewster (R-Me.), were to be highly praised, he said.

Mr. Richards, he said, made uncomplimentary remarks about William Paley, CBS board chairman; Brig. Gen. David Sarnoff, RCA board chairman, and Robert Kintner, now ABC president. Identifying them as Jews, Mr. Roberts testified Mr. Richards said "they are in league."

Backs Republicans

The witness asserted that Mr. Richards "said newscasters should guard against this Jewish move and we should lend our efforts through the medium of news to strengthen the political position of the Republican party so it could get into power in 1948."

Mr. Roberts said he once told Mr. Richards he was violating his broadcast license by news-slanting, and that Mr. Richards replied: "To hell with the FCC. Let them take our license away. We'll go down with all flags flying."

Mr. Roberts told Examiner Johnson that Mr. Richards frequently held meetings with KMPC staff members to tell them how he wanted news handled. On one occasion, Mr. Roberts stated, he had announcers practice saying the word "Republican" in an effort to have it sound as good on the air as "Democrat."

He testified Mr. Richards instructed him to use material from anti-Administration columnists and news commentators as factual news and to incorporate it in newscasts without mention of source. Anything anti-Administration was instructed to be used as fact, he added.

Mr. Roberts said he didn't always follow instructions and reported that he and his staff developed a technique of compromise regarding Mr. Richards' instructions, acceding to his demands and then slipping in a paragraph that "would attempt to give the other side."

"I figured," Mr. Roberts said, "that he would only hear what he wanted to hear." This technique didn't always work, however, because sometimes Mr. Richards would dictate the entire text of a certain portion of a news broadcast, he added.

He said that Robert O. Reynolds, KMPC vice president and general manager, agreed with his views. Before going to work for KMPC, Mr. Roberts said he had discussed the injection of editorial opinion into newscasts with Mr. Reynolds, because he knew Mr. Richards to be "a man of strong, fixed opinions." Mr. Reynolds, he said, told him he thought they could "handle Richards."

Dismissal Action

Mr. Roberts said his dismissal from KMPC in February 1948 followed an "open defiance" of a Richards order to always present Gen. MacArthur in a favorable light. On two occasions, he testified, he had mentioned Gen. MacArthur's failing health and apparent age. He indicated this infuriated Mr. Richards and led to his own release.

In subsequent testimony, which continued through Wednesday, Mr. Roberts identified letters, memos, scripts, telegrams and clippings of newspaper articles he said were sent to him by Mr. Richards. Some bore "use this over and over." More than two score such exhibits were submitted by FCC counsel and entered as evidence.

POLITICAL CENSORSHIP BY FCC

Michigan Republican Questions Investigation of Station Owner

A CHARGE that FCC "may be using its authority over radio stations for political censorship" was raised in the Senate last week by Sen. Homer Ferguson (R-Mich.).

In what was taken as a reference to the Commission's current hearings in the G. A. Richards case (story adjacent), Sen. Ferguson told his colleagues Monday that he understood FCC "vigorously investigated" a station owner "who has expressed strong personal views which appear to be pro-Republican and anti-Communist."

On the other hand, he said, there was "the case of a radio licensee who owns five radio stations and who is known to have strong political views which have been identified by the House Un-American Activities Committee through his association with numerous Red-front organizations."

In the latter case, he said, "so far as I have been able to learn, the personal views of this individual have not provoked any action on the part of the Commission with relation to ownership or operation of his station."

Sen. Ferguson cited a *Saturday Evening Post* editorial on the use of radio for "left-wing" propaganda (see story page 84). He said he asked FCC General Counsel Benedict P. Cottone about this and, specifically, "whether any investigations had been started as to the activities of radio licensees who had shown strong political bias or who were in a position to use radio stations for avowed propaganda purposes."

He said "Mr. Cottone told me that the Commission had taken no action in cases of this kind."

Sen. Ferguson continued:

These are peculiar circumstances—on the one hand the report of the investigation of a licensee who was a supporter of Republican doctrines, and on the other hand the failure to investigate other radio licensees whose personal views show strong political basis in an opposite direction.

Let me make clear that I have no objection to the fair rules being laid down to permit any licensee to operate his station in the public interest, or to permit the views of any organization to be fully presented to the radio audience. I think the U. S. Senate should be interested in checking into the fairness of the Commission in applying its rules and into the question of possible bias in their application.

If radio-station owners of one particular leaning are being favored and those of opposite leaning are being frowned upon, clearly then the Commission is embarking upon the dangerous course of political censorship.

SUMMER DISCOUNT

Crosley Plans Bonus Time

A SUMMER bonus time plan was announced last week by Robert E. Dunville, president and general manager Crosley Bcstg. Co. to apply to WLW Cincinnati and the three Crosley television stations WLWT Cincinnati, WLWC Columbus and WLWD Dayton.

The plan would provide a time bonus of up to 25% for spot radio advertisers and up to 50% for spot television users. "It will be more than justified if it helps solve the summer hiatus problem," Mr. Dunville said.

The new schedule calls for bonus time during July, August and September. Advertisers using 52-week radio schedules would receive 20% bonus time; new accounts with 10-week schedules 15% bonus and new accounts with 10- to 22-week schedules 20%. New accounts for not less than 5 months would receive a 25% bonus.

The television stations observe a 40% summer discount in time costs or a 50% bonus in facilities if the same gross amount is spent during the period.

REPORTEDLY lowest-priced three-way portable radio produced by RCA Victor since the war, currently being shipped to dealers for immediate distribution. Radio is new version of "Globe Trotter" portable.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit—Published by Hill & Range

HALF A HEART

On Records: Al Trace—Col. 38693; Al Morgan—Lon. 571; Eddy Howard—Mer. 5349; Bill Lawrence—Vic. 20-3683; Jack Owens—Dec. 24874; Gordon MacRae—Cap. 842; Ken Griffin—Rondo 421; Jon & Sandra Steele—Coral 60165.

On Transcription: Dick Jurgens—Associated; Gordon MacRae—Capitol.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

'LIGHTNING' TALK

From Scattered Prevues

MIXED reaction on the All-Radio Presentation film "Lightning That Talks" came last week following prevues in scattered parts of the country. Varied opinion on the film was voiced in a survey of viewers who attended a New York showing [BROADCASTING, March 13].

Frank E. Pellegrin, vice president of Transit Radio Inc. and former NAB broadcast advertising director, observed that the New York showing was marred by what he described as "an atrociously bad sound and lighting system." He added that the New York audience was "hypercritical" and the film should not be judged on the basis of a New York survey. He said he likes the film and believes it will do a lot of good.

In a joint report, three Spokane area station executives agreed they would not want "a single one of their advertising accounts now on the air to see the film." The film was shown to an audience of subscribing station officials and their wives. All were described as "disappointed" in the film. Critical comments also were voiced at a showing to Spokane agency people.

The Spokane broadcasters signing the report, submitted to Maurice B. Mitchell, Broadcast Advertising Bureau director, were Richard O. Dunning, KHQ; E. B. Craney, KXLY, and Cole E. Wylie, KREM. They suggested the film be "completely re-edited," with its length cut to 20 or 25 minutes. "We will not consider showing the film further in Spokane," the trio concluded.

Charles A. Fuller, manager of WBET Brockton, a suburb, said the All-Radio film was favorably received at a showing conducted by the station. Here are some comments:

Dean Alexander, advertising representative, George E. Keith Shoe Co.—"I was impressed by the fair and impartial way the film presented radio's selling advantages."

Louis Hollman, merchant and Chamber of Commerce president—"It shows you just how radio can do a selling job for you under certain conditions."

Anthony Materese, general manager, Brockton Gas Co., a WBET advertiser—"The breakdown of listening habits in radio not only interested me but showed me what tremendous coverage radio can give an advertiser."

Warner Alden Morse, advertising representative for various Brockton businesses and banks—"When used properly, radio has a place in the advertising budget of any progressive firm."

LORAIN TRIAL ENDS

Decision Seen By June 1

THE TRIAL of anti-trust charges against an Ohio newspaper which allegedly discriminated against advertisers who bought time on a rival station was completed in Cleveland last week.

Authorities thought the case, involving the *Lorain Journal* and its competitive practices with respect to WEOL Elyria-Lorain, would be decided some time this spring—not later than about June 1. The case was heard by Federal Judge Emerich B. Freed.

Upon completion of the Government's presentation, Judge Freed denied a routine defense motion for dismissal of the suit.

The trial included testimony of 16 witnesses for the Government and one for the defense. The latter, Samuel A. Horvitz, who with his brother Isadore owns the *Journal*, contended a newspaper can not be compelled to take advertising; that the *Journal* did not restrain interstate commerce; and that conviction would violate the free-press amendment of the Constitution.

The Government's presentation undertook to show through numerous witnesses that WEOL is heard outside of Ohio and that therefore interstate commerce is involved, and that the *Journal* had refused or threatened to refuse advertising of merchants who also bought time on the station.

Roy Ammel, president of WEOL, who testified to interstate aspects of WEOL's service, also reported the station grossed $175,000 and netted $2,700 in 1949, and that 15% of its 1949 business was in national accounts.

He said the *Journal* had refused to print WEOL logs as paid advertising.

Other witnesses included Charles John Thornquest, manager of WONE Dayton and former manager of WEOL, who testified that WEOL had tried unsuccessfully to place an advertisement in the *Journal*, and Joseph Kelly, also of WONE, who related alleged discussions with *Journal* officers at a time when he was the newspaper's classified advertising manager.

Supporting the *Journal's* denial of anti-trust violations, the newspaper's attorney, Parker Fulton, claimed that "if the charge is coercion against the advertisers, we deny it," but that "if the charge is [that] normal persuasion was used, there is no denial."

Denied Injunction

Judge Freed last December denied a Government request for preliminary injunction against the *Journal* pending outcome of the trial [BROADCASTING, Dec. 12, 1949].

One Government exhibit was an FCC decision, later upheld by the District Court of Appeals for the District of Columbia, denying a *Journal* radio application on grounds that its owners had sought to suppress competition in Mansfield, Ohio, where they own the *Mansfield Journal*.

Victor Kramer of the Justice Dept. was chief Government counsel in the trial. He was assisted by Baddia Rashid, Victor Oltman, and Norman Seidler. WEOL, which was not a party in the suit, was represented by Marcus Cohn of the Washington law firm of Cohn & Marks as an observer during initial phases of the trial, which lasted two weeks.

ALL City High School Chorus of Pittsburgh will broadcast over WCAE that city, Monday, 6:45 p.m., for third year.

Claire B. Sherman Jr.

CLAIRE B. SHERMAN Jr., 23, staff announcer at WJTN-AM-FM Jamestown, N. Y., died March 13 in Jamestown General Hospital. He had been associated with WJTN since 1942, when he joined as a summer replacement. He became a member of the permanent staff in 1948, following his graduation from Grove City College, Grove City, Pa., where he was elected to Phi Beta Kappa. Mr. Sherman conducted the *Five-Star Final* news show nightly at 11 p.m.

Upcoming

March 24: San Francisco Chapter Academy of Television Arts and Sciences, first annual award banquet, San Francisco.

March 24-25: CBC board of Governors meeting, Board of Transport Commissioners' court room, Union Station, Ottawa.

March 28: American Marketing Assn., Hotel Shelton, N. Y.

March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 31-April 1: South Dakota Broadcasters Assn., Hotel Lawler, Mitchell, S. D.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15;
Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17;
Management Conference, April 17-19.

April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.

April 24-28: Sixty-sixth semi-annual convention, Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.

May 4-7: Institute for Education by Radio, Columbus, Ohio.

May 7: Ohio Assn. of Radio News Editors, Columbus, Ohio.

May 9-11: IRE-AIEE-RMA Conference, Washington.

May 22-23: North Carolina Assn. of Broadcasters annual convention, Chapel Hill, N. C.

May 31-June 2: Forty-sixth annual convention, Advertising Federation of America, Statler Hotel, Detroit.

June 1-3: Assn. of Women Broadcasters seventh annual convention, Hotel Cleveland, Cleveland.

June 17: Second annual Radio News Editor's conference, Kent State U., Kent, Ohio.

Aug. 10-13: AFRA convention, Sheraton Hotel, Chicago.

Oct. 22-24: 10th District convention of Advertising Federation of America, Amarillo, Tex.

OPERATING results for Philco Corp.'s first quarter this year are expected to be highest for any initial quarter in firm's history.

RCA SALARIES

Gen. Sarnoff Receives $200,000 in '49

BRIG. GEN. DAVID SARNOFF, RCA chairman of the board, was paid $200,000 salary in 1949; Frank M. Folsom, RCA president, received $140,000, and Niles Trammell, NBC chairman of the board, received $100,000, it was reported last week.

Gen. Sarnoff's 1949 remuneration was $24,540 more than he got in 1948. Mr. Folsom's 1949 pay was up $14,640. Mr. Trammell, who in 1948 was given an "incentive compensation" of $25,000 in addition to his $100,000 salary, did not receive such a bonus in 1949.

These and other figures were contained in a proxy statement circulated by RCA last week in advance of its forthcoming annual stockholders' meeting, May 2.

Among NBC executives, only Mr. Trammell's salary was reported in the statement.

John G. Wilson, executive vice president, RCA Victor Division, earned $90,000 salary and $25,000 incentive compensation in 1949, an increase of $30,000 over his 1948 pay.

Charles B. Jolliffe, executive vice president of RCA Laboratories, received $50,000 salary and $17,500 incentive compensation, an increase of $1,960 over 1948.

The law firm of Cahill, Gordon, Zachry & Reindel, of which John T. Cahill, a member of the board of RCA, NBC and RCA Communications, is senior partner, was paid $365,000 for legal services in 1949. A total of $275,000 was paid the firm in 1948.

The proxy statement reported that in 1949 RCA repaid loans totalling $40 million from 24 banks, but borrowed $40 million from two insurance companies under loan agreements providing for the borrowing of $20 million more by the end of this year. These are 25-year loans bearing a 3% per year interest rate.

Four directors will seek re-election at the stockholders' meeting. They are Gen. Sarnoff; Harry C. Ingles, president of RCA Communications Inc.; John Hays Hammond Jr., president, Hammond Research Corp., Gloucester, Mass., and Arthur E. Braun, chairman of the board of the Farmers Deposit National Bank of Pittsburgh.

At Deadline...

AT&T COLOR TIMETABLE, 1952, CALLED 'TOO LATE'

TIMETABLE of 1952 projected by Frank A. Cowan, head of Engineering and Long Lines Dept., American Telephone & Telegraph Co., as earliest for AT&T provision of coaxial cable to transmitt RCA color system, was called "too late" by Comr. Frieda Hennock in FCC's Friday hearing on color TV.

Mr. Cowan, in outlining firm's plans of increasing cable's TV bandwidth from 2.7 mc to 4 mc, said if broadcasters want faster program, they would have to bear part of construction costs. He said it would take two to three years to make present cable capable of passing 4 mc TV signal. Acceleration would cut this down to about end of 1951, Mr. Cowan added. He also revealed color relay system would be more costly than existing black and white for monitoring and testing.

If broadcasters need to "meet demands for color," assuming FCC adopts standards, Mr. Cowan predicted, question would be whether they want "slowdown of normal expansion" of present monochrome facilities. Building up to 4 mc bandwidth would not increase rates necessarily for TV broadcaster, he said.

Also in hearing, Myron J. Greenwald, vice president, Celomat Corp., New York, displayed firm's $7 (wholesale) color converter called "Vue-Scope." It consists of three-color laminated disc 12 inches in diameter, mounted on shaft connected to 1/70 HP induction type motor. Can be used on any size tube after picture reduction to five inches, Mr. Greenwald added.

W. U. RATES STAND

WESTERN UNION will be permitted to retain its present rates for play-by-play baseball wire service, subject to outcome of pending case involving broadcasters' protests that rates are unreasonable and discriminatory. Action was taken by FCC Friday in view of imminence of baseball season. On basis of complaint by WIND Chicago, operator of 32-station Midwest Baseball Network, hearing was held last spring and resulted in examiner's initial decision holding rates to be unlawful insofar as they make extra charge for each station in network aside from subscriber station [BROADCASTING, Jan. 9]. Oral argument on examiner's decision is slated before full Commission March 27.

MORRISVILLE DECISION

INITIAL DECISION anticipating grant of application of WBUD Morrisville, Pa., to change from 1490 kc with 250 w to 1260 kc with 1 kw, DA fulltime, and to move main studio to Trenton, N. J., issued Friday by FCC Examiner James D. Cunningham. Rival application of WTNJ Trenton for power boost from 250 to 500 w, and for authority to continue operation during daytime on 1260 kc in lieu of 1300 kc, would be denied on grounds applicant is unqualified. Decision claimed WTNJ and Franklyn J. Wolff, part owner and managing director, made "intentional misrepresentation of facts."

McCLURE MOVES TO K&E

JOHN F. W. McClure, former vice president and general manager of Sofskin Co., subsidiary of Vick Chemical Co., has joined Kenyon & Eckhardt, New York, as merchandising account executive.

FCC HELD DISREGARDING APPELLATE COURT, RULING

U. S. COURT of Appeals for D. C. was told Friday that FCC is disregarding court's opinion in Easton-Allentown, Pa., case [BROADCASTING, Feb. 27]. Easton Publishing Co., which won court appeal, asked court for writs of prohibition and mandamus requiring FCC to issue findings in case and call off further hearing which has been scheduled.

In petition filed by Eliot C. Lovett, Washington attorney, Easton claimed Commission called for further hearing "in the apparent hope that something might develop to . . . support its original conclusion" that Allentown Broadcasting Co.'s application for 1230 kc, 250 w should be preferred over Easton's. Petition argued that court opinion upholding Easton appeal from Allentown grant required only further findings by FCC, not further hearings.

Allentown Broadcasting is operating WHOL under FCC's original decision. Decision has been set aside pending further hearing, but with provision that WHOL may continue operations in meantime. Application for transfer of WHOL to group headed by Victor C. Diehm, which Easton had protested, was dismissed by FCC but provision was made for submission of amendment reflecting same changes. Easton claims this makes it "new application" and violates FCC rules.

DR. STEWART SELECTING STAFF FOR POLICY BOARD

DR. IRVIN L. STEWART, chairman of President Truman's newly appointed Communications Policy Board [BROADCASTING, Feb. 20], hopes to be able to announce selection of staff director for board when it meets in Washington April 20. Most of staff personnel expected to be drawn on loan from FCC and other agencies.

International communitcations probably will get board's first attention, according to Sen. E. W. McFarland (D-Ariz.), who heads Senate subcommittee making similar study of overall frequency use and communications problems, and who conferred with board members preceding weekend [BROADCASTING, March 13]. Sen. McFarland said data already collected by his committee will be made available to President's board.

SCRIPPS-HOWARD APPEAL

SCRIPPS-HOWARD Radio appealed to U. S. Court of Appeals for D. C. last Saturday from January 1949 FCC decision denying its application for 5-kw station on 1300 kc in Cleveland and granting rival bid of Cleveland Broadcasting Co. (WERE). FCC based choice of Cleveland Broadcasting on factors of non-newspaper association, local ownership, and integration of ownership with operation. Appeal, filed through Washington law firm of Segal, Smith & Hennessey, followed last month's FCC denial of Scripps-Howard petition for rehearing [BROADCASTING, Feb. 27].

DOWNEY HITS LICENSE PLAN

PROPOSAL by Sen. Ed Johnson (D-Col.) to license movie film opposed Friday by Sen. Sheridan Downey (D-Calif.) as "dangerous" precedent which "might easily" lead to government censorship of radio, TV, other media. Sen. Johnson earlier had promised deletion of clause in bill covering TV film (see story page 60).

Closed Circuit

(Continued from page 4)

engineer's advisory post. Mr. Willoughby veteran of 20 years with FCC, and its predecessor FRC, has been urged by friends to seek broadcast chief post.

INSIDERS at FCC also are talking about another aspect of Willoughby case. FCC announcement on appointment of Mr. Plummer as new chief engineer also stated Mr. Willoughby would become assistant chief engineer. Official minutes, however, do not so state and question has been raised whether any provision whatever has been made for Mr. Willoughby's continued work with FCC after April 3 when he relinquishes acting chief engineer's portfolio.

YOU CAN LOOK for relative quiescence at FCC on controversial broadcasting matters until completion of reorganization of broadcast structure as projected in new functional alignment. Appointment of Harry Plotkin, FCC legal "brain," as chief of new Broadcast Bureau, would be followed by plethora of crackdowns in all phases of broadcast operations.

THERE's no confirmation but it's true that feelers have been extended to AFM President Petrillo to see if he'd be willing to take part in proposed labor panel during NAB Management Conference next month. Music boss is undecided but his advisers favor participation.

THOMAS J. LIPTON Inc. (tea), through Young & Rubicam, New York, considering spot campaign for ice tea.

DO NOT write off McFarland Bill (S-1973) as dead duck even at this session. Even though Rep. Sadowski (D-Mich.) is ill and has been unable to follow through with plans for hearings on numerous pending bills, sentiment is building up in favor of action on McFarland measure, to completely remodel procedural work of FCC and place responsibility with Commission, rather than with staff.

IN RE legislative picture, FCC staff is burning midnight oil working up its case for so-called Commission Bill designed as substitute for McFarland measure and which was presented to House Committee several weeks ago [BROADCASTING, March 6]. Commission, or at least majority thereof, plans to go all out in support of its own bill and opposition to McFarland measure.

POWER of television as teaching medium to be tested by U. S. Census Bureau in training 100 New York enumerators for April house-to-house fact gathering. Special TV training film produced in Navy's Washington and Long Island laboratories.

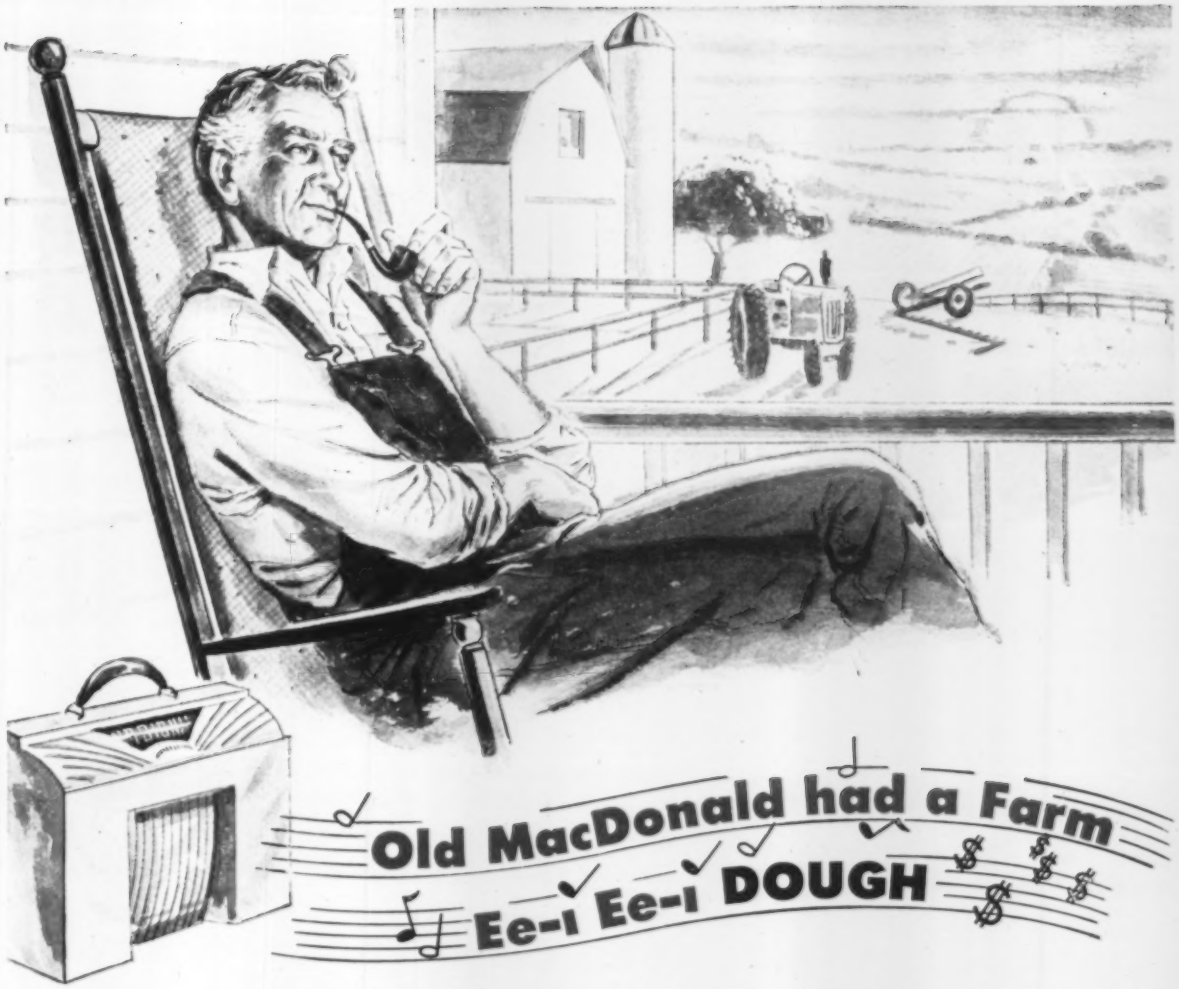
CBS NEWS SHIFTS

REASSIGNMENT of several CBS newsmen in next few weeks announced Friday. Allan Jackson, of Washington staff, takes over Monday-Friday 6-6:15 p.m. Metropolitan Life news show. Eric Sevareid, now on that program, takes over 11-11:15 p.m. news and analysis program. Richard Hottelet, now on 11-11:15 p.m. show, goes to Berlin, replacing Bill Downs who returns to U. S. for Washington assignment.

PEARSON APPOINTED

THREE stations appointed John E. Pearson Co., station representatives, New York, to service them. They are WIL St. Louis, KBON Omaha and KOLN Lincoln.

XUM



And on this farm he has need for new implements, fencing, paint and electrical appliances for his home. Farmer MacDonald also has the money . . . plus the inclination to spend.

Just where can you find this potential customer? Right in the heart of WLW-Land. And there are 689,999 other WLW-Land farmers just like him. All together, they plan to spend $890,000,000 in 1950.*

It's the greatest farm market in history

And the quickest, surest way to reach this rich market is via WLW, which attracts *one-sixth*—16.1% —of all rural radio listening throughout WLW's four-state area.**

Of all farm families in the WLW Merchandise-Able Area, 38.7% listen to WLW more often than to any other station (with 257 stations competing). WLW reaches . . .

85.2% of all rural radio homes in four weeks

69.1% of all rural radio homes during an average week

And, the average rural home reached listens ONE HOUR AND TWELVE MINUTES PER DAY to WLW.

For further information, contact any of the WLW Sales Offices in Cincinnati, New York, Chicago or Hollywood.

** Special farm consumer survey—now available*
***Nielsen Radio Index, Feb-March, 1949*

THE GREATEST FARM MARKET IN HISTORY
THE GREATEST SELLING MEDIUM IN THE MIDWEST

WLW
the nation's most merchandise-able station

Crosley Broadcasting Corporation